JACK TRACY
ROOM 320

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NBC COLOR TELEVISION NEWS

March 1, 1962

"WALT DISNEY'S WONDERFUL WORLD OF COLOR" RENEWED
ON NBC TELEVISION NETWORK FOR TWO MORE SEASONS
- - -
Two Disney Color Specials--Each Two Hours Long--Also Set

"Walt Disney's Wonderful World of Color," which has created new dimensions for television color and production on NBC Television this season, will be seen on NBC-TV for two more seasons, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Under the renewal agreement with Walt Disney Productions, the Disney organization also will produce two special color programs -- each two hours long -- for presentation on NBC-TV. The two special programs, one of which will be presented next Fall, are "Born to Sing," the story of the Vienna Boys Choir (filmed in Vienna), and "The Magnificent Rebel," which relates the fascinating life of Ludwig Von Beethoven.

"The productions of Walt Disney have always been respected for their family audience appeal and quality and I am sure that millions of viewers share our delight that 'Walt Disney's Wonderful World of Color' will be back on NBC-TV for two more seasons," Mr. Scott said. "The fresh concepts Walt Disney has developed on this program this season -- combined with the richness and beauty of color -- have set new standards for the best in television entertainment, and we look for even more exciting television in the seasons to come."

(more)

Walt Disney said: "I look forward to the new two-year association with the National Broadcasting Company as a challenging path in our career, opening up, as it does, a more exciting world of color for our home television programs. Color adds so much to so many fine television productions that I'm happy we're a part of it. The specials are two of the finest shows my organization has ever produced and will be a significant contribution to color television."

"Walt Disney's Wonderful World of Color" made its debut on NBC-TV on Sept. 24, 1961. The programs are broadcast in color Sundays, 7:30-8:30 p.m. NYT.

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NBC-New York, 3/1/62

March 1, 1962

R.J. REYNOLDS RENEWS ALTERNATE WEEK SPONSORSHIP IN NBC-TV'S 'SING ALONG WITH MITCH,' EFFECTIVE NEXT SEASON WHEN COLOR SERIES MOVES TO A FRIDAY NIGHT TIME PERIOD

R. J. Reynolds Tobacco Company has renewed its alternate week sponsorship -- effective next season -- in NBC-TV's "Sing Along with Mitch" color broadcasts, which will be Fridays (8:30-9:30 p.m. NYT) during the 1962-63 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Sing Along with Mitch" was first seen in May, 1960, as a single program in the "Ford Startime" series. The program was immediately acclaimed by viewers as well as critics. More than 12,000 letters praising the show were received by NBC-TV during the week following the broadcast.

From January through April, 1961, seven more "Sing Alongs" were televised. Audience reaction to these was reflected in the program's consistent high ratings, and several major honors, including the coveted "TV Guide Award," were presented to "Sing Along with Mitch" at the end of the season.

"Sing Along with Mitch" is now broadcast in color Thursdays (10-11 p.m. NYT) and features Mitch Miller and the "Sing Along Gang," including Diana Trask, Leslie Uggams, Gloria Lambert and Louise O'Brien.

The R. J. Reynolds order was placed through William Esty Co.

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March 1, 1962

SEVEN-UP BUYS 40% SPONSORSHIP OF 'INTERNATIONAL SHOWTIME'
FOR THE 1962-63 SEASON ON THE NBC TELEVISION NETWORK

The Seven-Up Company has purchased 40 per cent sponsorship of next season's "International Showtime," which has been renewed for presentation in its current NBC-TV Friday night (7:30-8:30 p.m. NYT), time period, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"International Showtime" features circuses, ice shows, aquatic, magic and other arena shows, and is produced on tape as the shows are presented before audiences in various cities overseas.

Lawrence White is executive producer and packager of the series, which is produced by Patrick Pleven, directed by Joseph Cates and Phil Levens, and written by Bruce MacDonnell.

The Seven-Up order was placed through J. Walter Thompson Company.

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March 1, 1962

H. J. HEINZ RENEWS SPONSORSHIP IN 8 NBC-TV DAYTIME SHOWS

H. J. Heinz Company has renewed sponsorship in eight NBC-TV daytime programs during a 52-week period commencing May 10, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

NBC-TV was reported as the leading daytime network for the 10th consecutive national Nielsen television report, as announced last week.

The programs in which H. J. Heinz renewed sponsorship are "Play Your Hunch," "Concentration," "Loretta Young Theatre," "Here's Hollywood," "The Price Is Right," "Your First Impression," "Truth or Consequences," and "Make Room for Daddy."

The H. J. Heinz order was placed through Maxon, Inc.

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M THE NATIONAL BROADCASTING COMPANY
· Rockefeller Plaza, New York 20, N. Y.

March 1, 1962

JOSEPH J. DERBY IS APPOINTED TO NEW POST OF DIRECTOR,
NEWS PUBLICITY, FOR NBC PRESS DEPARTMENT

- - -

Robert Brown is Promoted to Press Supervisor,
News and Public Affairs

Joseph J. Derby has been appointed to the newly created position of Director, News Publicity, for the NBC Press Department, it was announced today by Ellis O. Moore, NBC Vice President, Press and Publicity.

At the same time, Mr. Moore announced the promotion of Robert Brown to Press Supervisor, News and Public Affairs. Mr. Brown had been Press Editor, News and Public Affairs. The appointments are effective March 5.

Both appointments, Mr. Moore said, reflect the growing importance of news and public affairs programming to the NBC Television and Radio schedules and the increasing requests of newspapers and magazines for press information about news and public affairs programming. Mr. Derby will direct a press unit responsible for all publicity for NBC News and Public Affairs programs originating in New York. He also will coordinate publicity activities with M. S. Rukeyser Jr., recently appointed Director, NBC News Information, Washington.

A former Trade Editor for the NBC Press Department, Mr. Derby returns to NBC after more than six years as a supervisor of TV program

(more)

publicity for Young & Rubicam Inc. He also worked on corporate public relations for Y&R. He previously was with NBC in 1954-55, first as a staff writer in the Press Department, later as Trade Editor. Before that he was a reporter for five years on The Commercial Appeal, Memphis, Tenn. He was graduated from the University of Missouri School of Journalism and worked as a technical writer at the University of Arkansas Institute of Science and Technology before joining The Commercial Appeal. He is married, has four children, and lives in Pelham, N. Y.

Mr. Brown joined NBC in 1954, after serving with United Press in New York and Pittsburgh, the Economic Cooperation Administration in Paris; Foote, Cone & Belding in Bienne, Switzerland, and W. R. Grace & Co. in New York. A graduate of Princeton University, he lives with his wife and two daughters in Ridgefield, Conn.

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NBC-New York, 3/1/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 1, 1962

HOW NBC NEWS GAVE SWIFT ON-SCENE TV AND RADIO COVERAGE TO STORY OF AIRLINER CRASH IN JAMAICA BAY

NBC News' mobile unit today (Thursday, March 1) brought the nation first television pictures of the air disaster at Jamaica Bay, Long Island, N. Y. in which 95 persons were believed killed. This live coverage from the scene of the accident was made available by NBC to the other networks.

The mobile unit was stationed near La Guardia Airport to cover the welcome to Marine Lt. Col. John H. Glenn Jr. when word was received that an American Airlines Astrojet, en route from New York to Los Angeles, had crashed shortly after takeoff from Idlewild Airport. The unit was dispatched immediately to the scene of the crash and at 11:37 a.m. EST -- 90 minutes after the accident -- NBC and the other networks carried the first TV pictures showing the efforts to recover bodies from the wreckage. NBC News correspondent Bill Ryan, who was with the mobile unit, described the rescue operation.

Films of the disaster scene showing the recovery of bodies from the debris and the search for other victims were presented in eight minutes of special coverage on NBC-TV at 1:38 p.m. EST. The list of the passengers aboard the plane was given at this time.

Live coverage of the rescue and salvage operations was presented at 2:03 p.m. EST, with Ryan reporting. Like the earlier live coverage, it was fed to the other networks.

(more)

In addition to the mobile unit, NBC sent a helicopter and a motor launch to Jamaica Bay for coverage on later news programs. NBC News correspondent Herb Kaplow, who had been assigned to describe the parade for Glenn from Fifth Avenue and 50th Street in New York, was dispatched instead to the air crash.

NBC-TV was the first network to show a map of the Idlewild area. It was presented at 11 a.m. EST with the third NBC News bulletin on the crash. The map had been prepared in advance in case astronaut Glenn arrived at Idlewild instead of La Guardia as scheduled.

The first NBC News bulletin, an audio report from NBC News correspondent Frank McGee, was carried on NBC-TV at 10:30 a.m. EST. McGee and Chet Hagan, anchorman and producer respectively of the coverage of Glenn's welcome to New York, raced to a special studio which was in readiness for this coverage when they were alerted to the plane crash. McGee's voice report was broadcast from there and seven minutes later (10:37 a.m. EST) NBC-TV had a picture of McGee as he presented further details of the disaster.

Other bulletins were presented on NBC-TV at 11, 11:16 and 11:30 a.m. EST.

The NBC Radio Network carried its initial crash bulletin at 10:45 a.m. EST and continued the coverage on "NBC News-on-the-Hour" at 11 a.m. EST and in later special bulletins and regular news coverage.

A radio mobile unit with NBC News correspondents Tom Pettit and Mort Hochstein also was sent to the swampy shore of Jamaica Bay where the airliner crashed after an explosion. Pettit broadcast his first report from there at 11:30 a.m. EST. It was carried on television as well as radio.

McGee said the accident was the worst involving a single plane in the history of commercial aviation in the United States.

-----o------ NBC-New York, 3/1/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 1, 1962

NEW YORK CITY'S LIVELY RECEPTION TO ASTRONAUT GLENN
GETS APPROPRIATE LIVE COVERAGE ON NBC-TV AND RADIO

New York City's enthusiastic welcome to astronaut John H. Glenn Jr. was broadcast live on NBC Television and Radio today (Thursday, March 1).

NBC Radio's coverage began at 11:45 a.m. and NBC-TV's coverage at noon (EST) as Glenn, his wife and Vice President Lyndon B. Johnson were driven up lower Broadway in an open convertible, showered with confetti.

The entire TV coverage was sponsored by R. J. Reynolds and Procter & Gamble.

The motorcade stopped at City Hall, where Mayor Robert F. Wagner introduced Glenn, the other six astronauts, Glenn's family and Vice President Johnson.

After brief remarks by Glenn, the motorcade moved quickly up Broadway to the Waldorf-Astoria where the astronaut was guest of honor at a luncheon.

At the Waldorf, Glenn was introduced to a cheering crowd. He again spoke briefly, then took his place in a receiving line where invited guests could greet the spaceman.

Frank McGee anchored NBC-TV's coverage from Studio 5HN in the RCA Building. Along the route were Roy Neal, Peter Hackes, and John Chancellor. Chet Hagan was producer and Robert Priaulx, director.

(more)

Chancellor, who is host of the NBC-TV "Today" program, was pressed into service for the Glenn festivities to replace correspondent Herbert Kaplow. Kaplow was dispatched to the airplane crash scene in Queens where 95 aboard a jetliner were killed an hour before Glenn arrived in New York.

NBC Radio's coverage was co-ordinated by Len Probst and produced by Russ Tornabene. NBC News correspondent Robert McCormick was anchorman, assisted by Jay Barbree. Other correspondents who took part were Steve Flanders, Gordon Fraser, Leon Pearson, Ben Grauer and Ed Gough.

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NBC-New York, 3/1/62

NBC COLOR TELEVISION NEWS

IRVING BERLIN'S 74TH BIRTHDAY TO GET DOUBLE 'SING ALONG' SALUTE WITH MITCH MILLER PROGRAMS OF MAY 3 AND 10 DEVOTED TO COMPOSER

Composer Irving Berlin's 74th birthday in May will be saluted by NBC-TV's "Sing Along with Mitch" when the musical series will devote its color broadcasts of May 3 and 10 (Thursdays, 10-11 p.m. NYT) to the composer's favorite tunes.

"Berlin, more than any other songwriter speaks the language of the people," Mitch Miller says, "so we are going to pay tribute to this great man on his 74th birthday." (Actually, Irving Berlin's birthday is on May 11.)

"We faithfully promise that this won't be another '...and then I wrote' show, nor will we give quick eight-bar glimpses into the Berlin songbook. We are selecting about fifty of his finest works and will give them the full showcase."

The idea for the show began when Berlin phoned Miller, following Mitch's program subtitled "Show Business" last Oct. 26 when the "Sing Along Gang" sang Berlin's "Top Hat, White Tie and Tails." The composer called Miller to say that the song had never been done better since the Fred Astaire film.

Miller suggested that the composer meet him to suggest additional Berlin songs for future programs. A lunch date followed, and Berlin's aide, Helmy Kressa, assisted in obtaining the necessary rights to Hollywood and Broadway songs. Berlin also granted permission -- hitherto withheld -- to flash lyrics of his songs on the screen.

-----o------ NBC-New York, 3/1/62

CAST AND CREDITS FOR 'THE PARADINE CASE,'
COLOR BROADCAST ON 'THEATRE 62'

Program:	"The Paradine Case" on "Theatre 62"
Time:	NBC-TV Network color broadcast Sunday, March 11 (10-11 p.m. EST)
Stars:	Viveca Lindfors, Richard Basehart and special guest star Boris Karloff
Cast:	Robert Webber, Tom Helmore, Bramwell Fletcher, Myra Carter, Margaretta Warwick and Mercer McLeod
Producer:	Fred Coe
Associate Producer:	Claude Traverse
Director:	Alex March
Writer:	Television play by Robert Goldman, adapted from the screenplay by David Selznick
Production Liaison:	Edith Hamlin
Scenic Design:	Jan Scott
Costumes:	Noel Taylor
Point of Origination:	NBC Color Studios, Brooklyn

* * *

Sponsor:	American Gas Association
Agency:	Lennen and Newell, Inc.
NBC Press Representative:	Betty Lanigan, New York

* * *

(more)

THE CAST

Anthony Keane (Defense Counsel).....Richard Basehart

Mrs. Paradine (The Defendant).....Viveca Lindfors

Andre Latour (The Valet).....Robert Webber

Farrell (Counsel for the Crown).....Tom Helmore

Horfield (The Judge).....Bramwell Fletcher

Sir Simon Flaquer (Junior Defense Counsel).....Boris Karloff

Edna (Keane's Secretary).....Myra Carter

Matron.....Margaretta Warwick

Magistrate.....Mercer McLeod

Court Usher.....Metro Welles

* * *

THE STORY

Maddalena Paradine is accused of killing her husband, the blind Colonel Richard Paradine, by administering strychnine to him in a glass of burgundy. Sir Simon Flaquer, an eminent English barrister, persuades the cynical and ambitious young Anthony Keane, a rising solicitor, to take Mrs. Paradine's case. Keane decides the only defense for the beautiful, young widow is to blame the crime on the colonel's devoted valet, Andre Latour. His slashing defense tactics move the more experienced Sir Simon to caution him about possible pitfalls in his methods. When Keane ignores him, he learns to his sorrow the penalty for becoming emotionally involved with a client.

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NBC-New York, 3/1/62

NBC COLOR DAY FEATURE

CAST AND CREDITS FOR 'THE INDISCRIMINATE WOMAN,'
A 'PUREX SPECIAL FOR WOMEN' COLOR BROADCAST
ON THE NBC-TV NETWORK WEDNESDAY, MARCH 14

Program:	"The Indiscriminate Woman" -- a "Purex Special for Women"
Time:	NBC-TV Network color broadcast, Wednesday, March 14, (3-4 p.m. EST) as part of NBC Color Day.
Stars:	Carol Lawrence, Dane Clark and Alex Davion
Reporter:	Pauline Frederick
Guest Expert:	Dr. Aaron Rutledge
Executive Producer:	Irving Gitlin
Producer:	George Lefferts
Director:	Lela Swift
Writer:	George Lefferts
Research Supervisor:	Barbara Loeb
Production Associate:	Rita Broder
Set Design:	Don Swanagan
Costumes:	Guy Kent
Music Supervision:	Phebe Haas
Point of Origination:	NBC-TV Color Studios, Brooklyn, N. Y.

* * *

Sponsor:	The Purex Corporation
Agency:	Edward H. Weiss Company, Inc.

* * *
(more)

NBC Publicity Representatives: Betty Lanigan (New York); Bill Kiley (Hollywood)

* * *

THE CAST

Doris Langman.....Carol Lawrence

Jim Cassell.....Alex Davion

Marty Miller.....Dane Clark

Voice of the Psychiatrist.....Jeremiah Morris

THE STORY

Architect Marty Miller, upon his return from a business trip, discovers that his beautiful fiancee, Doris Langman, has been engaging during his absence in a promiscuous relationship with another man. Confronted with the fact of her behavior by her heartbroken fiance, Doris admits her guilt, but is unable to provide an adequate explanation of her flagrant infidelity, either to Marty or to herself. The current lover, Jim Cassell, realizes the depth of Doris' neurosis but continues the relationship. Marty realizes she must have help and, though his love for her is shattered, he determines to befriend her, so that she can salvage her life.

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NBC-New York, 3/1/62

JACK TRACY
ROOM 320

March 2, 1962

COMPLETE SELLOUT OF "VIVE JUDSON McKAY!" ON NBC-TV NETWORK
NEXT SEASON IS REPRESENTED IN ALTERNATE-WEEK SPONSORSHIP
BY BROWN & WILLIAMSON TOBACCO AND SCOTT PAPER

Complete sponsorship of the "Vive Judson McKay!" comedy series on NBC-TV next season (Fridays, 9:30-10 p.m. NYT), was announced today by Don Durgin, Vice President, NBC Television Network Sales. Brown & Williamson Tobacco Corporation and Scott Paper Company have purchased alternate-week sponsorship of the series, Mr. Durgin said.

"Vive Judson McKay!" is about the adventures of a young Iowa veterinarian serving in the U. S. Army in Paris. Josh Peine will star in the title role, Linda Lawson as the attractive next-door neighbor in the house where he lives, and John Hubbard as McKay's commanding officer. The series begins Sept. 14, 1962.

The Brown & Williamson order was placed through Ted Bates & Co. and the Scott Paper order was placed through J. Walter Thompson Company.

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FRANK BILLERBECK NAMED ACCOUNT EXECUTIVE
WITH NBC RADIO SPOT SALES

Frank Billerbeck has been named an account executive for NBC Radio Spot Sales, replacing Joseph Frazer, who was appointed sales manager for WNBC Radio in January, it was announced today by Fred Lyons, Director, NBC Radio Spot Sales.

Mr. Billerbeck was previously employed by Moloney, Regan and Schmitt as a newspaper space salesman. Prior to that he was a salesman with B. Meier and Son, and sales development manager for Sabena Belgian World Airlines.

Mr. Billerbeck is married and lives in New York City.

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NBC-New York, 3/2/62

March 2, 1962

ATTORNEY GENERAL ROBERT F. KENNEDY ON 'UPDATE'
IN FIRST LIVE TV APPEARANCE SINCE WORLD TOUR
- - -
Program Expanded to Full Hour for This Special Report

Attorney General Robert F. Kennedy, in his first live television appearance since returning from his month-long world tour, will give a first-hand report on the trip on NBC-TV's "Update" program Sunday, March 4.

For this special report, "Update" will be expanded to a full-hour, starting at 5 p.m. EST, a half-hour earlier than usual, and the program will originate in Washington instead of New York.

The Attorney General will discuss his trip with "Update" host Robert Abernethy and will comment on NBC news film of his travels, which will also be shown.

Mr. Kennedy, who was accompanied overseas by his wife, returned to the United States Wednesday (Feb. 28). He visited Japan, Formosa, Hong Kong, Singapore, Indonesia, Thailand, India, Lebanon, Italy, Berlin, the Netherlands and France.

The "Update" special will pre-empt "The Nation's Future," originally scheduled for March 4 (5-6 p.m. EST). "Update" was first expanded to a full-hour last Sunday, Feb. 25, when the program presented a report on the orbital flight of Lt. Col. John H. Glenn Jr.

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NBC COLOR TELEVISION NEWS

March 2, 1962

DINAH SHORE PLANS USING THE BEST BITS OF HER CURRENT NIGHTCLUB TOUR IN ONE-WOMAN SHOW ON HER NBC-TV HOUR

Dinah Shore plans to take the best of her current Florida nightclub act and highlights of a new act she will start March 23 at the Riviera Hotel in Las Vegas and blend them into a one-woman TV show for her NBC color series later this season. The Friday airdate for the full-hour program will be announced.

The singing star returned to the nightclub circuit today (March 2) with the start of her first Florida engagement at the Eden Roc Hotel in Miami Beach. The 10-day booking there also marks the first time Dinah ever has attempted a one-woman show on a nightclub floor.

In past engagements, including her most recent last Summer at Lake Tahoe, Dinah always has appeared with a vocal group -- originally the Skylarks, more recently half of her TV show's "Even Dozen." The only other person on stage with Dinah at the Eden Roc will be accompanist Ticker Freeman, her longtime music arranger.

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NBC COLOR TELEVISION NEWS

March 2, 1962

THE EIGHT GIRLS WHO 'DANCE ALONG' WITH MITCH'S "SING ALONG" ARE THE SUBJECTS OF A FEATURE IN TV GUIDE MAGAZINE

The eight regular dancers on Mitch Miller's NBC-TV color show, "Sing Along with Mitch" (Thursdays, 10-11 p.m. EST) are the subjects of a feature story -- "Mitch Brings on the Dancing Girls" -- in the March 10 issue of TV Guide Magazine, which will go on sale Tuesday, March 6.

The octette of pretty girls -- Veronica Bravo, Joan Kruger, Nadeen Day, Marcia Brill, Dee Jay Mattis, Shirley de Burgh, Ellie Knowles and Mary Lou Ryhal -- are shown in a double-page color photograph with Mitch Miller. A capsule biography of each girl tells of her professional experience prior to joining the musical series and her plans for the future.

The article quotes Miller: "These eight girls have to be eight times prettier than anybody else. Our show sells nostalgia, and when a guy thinks of his old girl friend, he's dreaming of the prom queen type."

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TWO NEW PAPERBACK BOOKS BASED ON NBC-TV'S 'DR. KILDARE' SERIES

Two paperback books based on NBC-TV's "Dr. Kildare" series are on the way to the nation's bookstands.

Lancer Books has published one of them under the title "Dr. Kildare," an original story by Robert C. Ackworth. Cover art consists of a color photo of Richard Chamberlain, who portrays the title role in the NBC-TV series (Thursdays, 8:30-9:30 p.m. EST).

The other, issued by Dell Publications, is entitled "Calling Dr. Kildare" and is an original story by Max Brand, who created the characters on which the original motion picture series was based two decades ago.

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NBC-New York, 3/2/62

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS X-H

March 5, 1962

'THE BEAUTY OF WOMAN' WILL BE NBC SPECIAL PROJECTS PROGRAM ON 'DU PONT SHOW OF THE WEEK,' BRINGING NOTED EXAMPLARS AND CONNOISSEURS TO THE TELEVISION SCREEN

Who are the world's great beauties, past or present? How define the beauty of woman? Is there any feminine beauty -- one woman or one type -- that does not vary, that is the same in all times and ages?

NBC Special Projects will produce a television program, "The Beauty of Woman," exploring these questions in a variety of tones: serious, dramatic, satirical, light-hearted. It will be the "Du Pont Show of the Week" on NBC-TV Sunday, April 1 (10-11 p.m. EST), with the noted actor and stage director Cyril Ritchard as chief admirer and Hermione Gingold as guest expert.

Donald B. Hyatt, Director of NBC Special Projects, will be executive producer. John McGiffert will be the producer and writer, and Lynwood King the director.

Talking about the program, McGiffert said: "We dug into the mountains of material on beauty and sampled the chaos of opinions about it. Then we started from the only assumption that seems to be acceptable to more than three or four people in any country or any era: that the beauty of woman is variable -- from age to age, from nation to nation, from fashion to fashion, from moment to moment -- and the judgments about beauty are equally variable. Our aim is to present these variables as entertainingly and as richly as possible."

(more)

Exemplars and connoisseurs of the beauty of woman will be the on-camera principals.

Among the examplars will be Zsa Zsa Gabor, Ruby Dee, Lillian Gish, Anita Colby; Rita Bernard, a young model; Lydia Prochnicka, a young Polish actress, and Katherine Anne Porter, a writer renowned for her mature beauty as well as for her distinguished fiction. All will comment individually on their own personal convictions about one or more aspects of womanly beauty.

Since men are traditionally the final assessors of the beauty of woman, NBC Special Projects sound-film cameras also will shoot sequences featuring Jimmy Durante; Alexander King, the raconteur, writer and TV personality; Richard Brooks, the motion picture writer and director; and actor Pierre Olaf, who will uphold the classic reputation of Frenchmen as the greatest of all connoisseurs of feminine pulchritude.

In addition to this new film, the program will draw upon masterpieces of painting and sculpture, archive motion picture sequences, and photographs of beautiful women from many different countries, including the work of the celebrated portrait photographer Philippe Halsman.

"The Beauty of Woman" will be the sixth NBC Special Projects program to be presented this season as a "Du Pont Show of the Week." The earlier scheduled productions were "Merrily We Roll Along," with Groucho Marx; "The Ziegfeld Touch," with Joan Crawford; "Music of the Thirties," with Paul Whiteman; "Chicago and All That Jazz," with Garry Moore; and "Regards to George M. Cohan," with Peter Lind Hayes.

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NBC-New York, 3/5/62

March 5, 1962

KSEN OF SHELBY, MONT., BECOMES NBC RADIO AFFILIATE

KSEN Shelby, Mont., has joined the NBC Radio Network as a premium affiliate.

The station is owned and operated by the Tri-County Radio Corporation. John Lyon is president.

KSEN operates full time with 1,000 watts on 1,150 kc. Located in Toole County, the station not only serves that locale but provides the only radio service to Glacier and Pondera Counties.

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MICHAEL O. PRESBREY IS NAMED ACCOUNT EXECUTIVE FOR NBC RADIO SPOT SALES

Michael O. Presbrey has been named an account executive for NBC Radio Spot Sales, it was announced today by Fred Lyons, Director, NBC Radio Spot Sales.

Mr. Presbrey, who has a background of eight years in the broadcasting industry, was previously employed as a salesman in the New York office of radio station WGN, Chicago. Before that he was an account executive with radio station WINS in New York.

Mr. Presbrey is a graduate of the University of Virginia. He and his wife live with their two children in Weston, Conn.

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JACK TRACY
ROOM 320

NBC TRADE NEWS

March 6, 1962

ANDY WILLIAMS TO BE HOST AND STAR OF FULL-HOUR
NBC-TV NETWORK COLOR BROADCAST SERIES
THURSDAY NIGHTS, STARTING SEPT. 27

Television, nightclub and recording star Andy Williams will be the host and star of a full-hour weekly musical show in color on NBC-TV next season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. Mr. Scott said the program -- tentatively titled "The Andy Williams Show" -- would be seen Thursdays 10-11 p.m. NYT, beginning Sept. 27.

"The Andy Williams Show" will be co-produced by Tandem Enterprises and Barnaby Productions. Tandem is the production company of Alan (Bud) Yorkin and Norman Lear, executive producers of the program, and Barnaby is Mr. Williams' production unit.

Mr. Williams came to national prominence through a combination of TV appearances and hit records. In 1954 he became a featured vocalist on Steve Allen's "Tonight" show on NBC-TV, and made guest starring appearances on TV's most popular musical variety programs. He later starred in two NBC-TV color specials, "Andy Williams in Music from Shubert Alley," and "Andy Williams as 'The Man in the Moon'."

Mr. Williams' versatility as a performer was proved on the free-wheeling "Tonight" show when he took part in many acting and dancing sketches. "I was everything on that show from an apache dancer to

(more)

a gangster, from a precocious child to a Russian bartender...it was all fun as well as great professional experience," he said.

Mr. Yorkin gained special prominence and a host of major awards as producer-director of NBC-TV's "An Evening with Fred Astaire," in 1958, and "Another Evening with Fred Astaire" in 1959 -- both widely praised specials. He has been associated with a number of other hit shows, among them: "The Martin and Lewis Show," "The Abbott and Costello Show," "The George Gobel Show," "The Tony Martin Show," and "The Phil Harris Show."

Mr. Lear, co-creator of NBC's "Deputy" series, served as writer-director of many of TV's popular programs, including "The Martin and Lewis Show" and "The George Gobel Show."

Mr. Yorkin and Mr. Lear will co-produce the movie of "Come Blow Your Horn," starring Frank Sinatra, which goes into production in September.

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NBC-New York, 3/6/62

March 6, 1962

P. LORILLARD COMPANY PURCHASES SPONSORSHIP IN NEW 'JACK PAAR SHOW,' LIVE, FULL-HOUR FRIDAY NIGHT SERIES ON NBC-TV NEXT SEASON

P. Lorillard Company has purchased sponsorship in next season's "Jack Paar Show," which will be presented Fridays (10 to 11 p.m. NYT) on NBC-TV starting Sept. 14, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new program will be live and in color.

The current "Jack Paar Show" (Mondays through Fridays 11:15 p.m.-1 a.m. NYT), in which P. Lorillard is participating, began on NBC-TV July 29, 1957, under the title "Tonight," and from the start it has been a showcase for America's leading personalities and for new talent.

The P. Lorillard order was placed through Lennen & Newell Inc.

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March 6, 1962

LESTOIL BUYS SPONSORSHIP IN EIGHT DAYTIME SHOWS
ON NBC-TV NETWORK FOR 13 WEEKS STARTING IN JUNE

Lestoil Inc. has purchased sponsorship in eight NBC-TV daytime programs for a 13-week period commencing June 7, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Programs in which Lestoil purchased participation are: "Truth or Consequences," "Play Your Hunch," "The Price Is Right," "Our Five Daughters," "Here's Hollywood," "Say When," "The Jan Murray Show" and "Young Doctor Malone."

The Lestoil order was placed through The Sackel-Jackson Co., Inc.

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March 6, 1962

ETHEL MERMAN AND MAXIMILIAN SCHELL WILL BE GUEST STARS
OF FOURTH 'BOB HOPE SHOW' SPECIAL OF SEASON MARCH 22

Ethel Merman and Maximilian Schell will be guest stars on the fourth "Bob Hope Show" comedy special of the season Thursday, March 22 (NBC-TV, 8:30-9:30 p.m. EST). Additional guest stars will be announced.

Miss Merman, often called "First Lady of the American Musical Theatre," has been a headliner since the night she stepped out on the Broadway stage -- her showbusiness debut -- to sing "I Got Rhythm" in George Gershwin's "Girl Crazy." Since then she has given more than 5,000 performances in 13 hit Broadway productions including "Anything Goes," "Red, Hot and Blue" (with a relative newcomer named Bob Hope), "Something for the Boys," "Annie Get Your Gun," "Call Me Madam" and her most recent success "Gypsy," in which she made her first trans-continental road tour in 1961 following the long New York run.

Young Schell, an Oscar contender for his role as the defense attorney in "Judgment at Nuremberg," is a Viennese-born actor who made his American film debut as a dedicated Nazi officer in "The Young Lions." He subsequently appeared in several top-rated TV dramatic programs including the Emmy Award-winner, "Child of Our Time." The brother of international actress Maria Schell, Maximilian is also an established dramatist. His play, "The City Grows Dark" has had an extended run in Berlin.

(NOTE: The Bob Hope special pre-empts "Dr. Kildare" this date).

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March 6, 1962

'NBC WHITE PAPER NO. 11' TO CONSIDER 'ARMS AND THE STATE'

- - -

Full-Hour Program to Examine Impact of U.S. Defense Effort on Various Phases of American Life

The U. S. defense effort, a complex, permanent, multi-billion dollar operation, and its impact on American life will be the subject of "NBC White Paper No. 11 -- Arms and the State" Sunday, March 25 on the NBC-TV Network (10-11 p.m. EST).

NBC News correspondent Chet Huntley will narrate the program, which will be produced by Al Wasserman, producer of eight previous programs in the award-winning "NBC White Paper" series. Irving Gitlin is executive producer.

"We are not questioning the need for our country's defense effort nor its quality," Wasserman said. "But the facts are these: the defense effort exists, and it has a powerful effect on society. We are attempting to examine what this effect has been in the areas of economics, science, education, politics and the general life of America."

"Arms and the State" will examine the new structure of defense resulting from a revolution in weaponry which began in World War II. For the first time in its history, the United States cannot rely on its capacity to mass-produce weapons after the start of a conflict, but must maintain a permanent armaments industry, with large continuing expenditures.

(more)

The business of defense directly consumes 10 percent of the gross national product. Including indirect costs, some experts say the amount spent on defense may be as high as 25 percent. Defense is the largest single item in the federal government's budget -- close to 60 percent. Of the total spent on all scientific research and development -- some $15,000,000,000 -- defense accounts for 40 percent.

Defense money goes for a relatively small number of high-quality weapons -- a few hundred missiles, for example, instead of the thousands of airplanes which rolled off production lines in World War II. One effect has been a diminished demand for production workers and an increase in the need for engineers and technicians. In plants where the ratio formerly was one engineer to eight or ten production workers, now the ratio is at least one to one, and probably favors the engineers.

The function of the soldier has changed, too. Whereas the most powerful weapons of World War II -- the bomber, the battleship, heavy artillery -- required active effort, today's main weapon -- the missile -- is operated by push-buttons. The program will include a look at an underground missile site where military men sit and wait at control consoles.

"Arms and the State" also will examine the effect on the traditional roles of labor and management in a setup where the government is the sole customer and where the work is turned out to rigid specifications under government supervision.

-----o------ NBC-New York, 3/6/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

NBC-TV AND RADIO TO BROADCAST
PRESIDENT'S NEWS CONFERENCE

President Kennedy's news conference Wednesday, March 7, will be recorded and broadcast the same day on the NBC-TV Network at 4:30 p.m. EST and on the NBC Radio Network at 4:15 p.m. EST.

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NBC NEWS COVERAGE OF U-2 PILOT POWERS HEARING

NBC News placed live TV cameras and microphones at the Capitol in Washington today (March 6) for the Senate Armed Services Committee hearing for U-2 pilot Francis Gary Powers.

The coverage was made available to regular NBC News programs on the NBC Television and Radio Networks. If developments warranted it, the coverage was also to be used for bulletins.

The TV coverage was produced by William Monroe and directed by Charles Jones. The radio coverage featured NBC News correspondents Peter Hackes and Arthur Barriault.

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NBC-New York, 3/6/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 6, 1962

FREEDOMS FOUNDATION AWARDS GEORGE WASHINGTON HONOR MEDALS
TO NBC-TV'S "CONTINENTAL CLASSROOM" AND "CATHOLIC HOUR"
AND TO NBC RADIO NETWORK'S "ETERNAL LIGHT"

Freedoms Foundation has awarded George Washington Honor Medals to NBC-TV's "Continental Classroom" and "The Catholic Hour" and to NBC Radio's "Eternal Light." All three programs were honored for "outstanding achievement in helping to bring about a better understanding of the American way of life."

"Continental Classroom" was honored for its current two-semester college-level course in American Government taught by Dr. Peter H. Odegard, on leave from his post as professor of political science at the University of California at Berkeley. The series is broadcast in color.

The award to "The Catholic Hour," produced by NBC in cooperation with the National Council of Catholic Men, was made for "Catholic Reflections on America," a four-part discussion series.

The "Eternal Light" series, produced in cooperation with the Jewish Theological Seminary of America, was honored for "Pugnacious Commodore." This radio play by Morton Wishengrad dealt with Uriah P. Levy, a 19th Century U. S. Naval officer who fought and faced court-martial to rid the service of corporal punishment.

Award presentations will be made in New York in late Spring.

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Department, Room 320

NBC COLOR TELEVISION NEWS

March 6, 1962

PROGRAM CHANGE FOR "ARTHUR FREED'S HOLLYWOOD MELODY"

Because of time problems, two numbers have been eliminated from "Arthur Freed's Hollywood Melody," a special color broadcast saluting motion picture musicals, on NBC-TV Monday, March 19 (9-10 p.m. EST). The numbers include Juliet Prowse singing and dancing "I've Got My Love to Keep Me Warm," and Nanette Fabray's "Teenage Movie Maniac" scene, involving a film segment of Judy Garland in the finale of "Ziegfeld Girl."

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ADDITION TO NBC-TV COLOR SCHEDULE FOR MARCH

Thursday, March 15

12:30-12:55 p.m. -- "Truth or Consequences" will be broadcast in color today.

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JACK TRACY
ROOM 320

NBC TRADE NEWS

March 7, 1962

'THE VIRGINIAN,' NEW 90-MINUTE WEEKLY FILM SERIES IN COLOR, WILL BE PRESENTED ON NBC-TV WEDNESDAYS IN 1962-63 SEASON WITH PLOTS SUGGESTED BY OWEN WISTER'S WESTERN CLASSIC

"The Virginian," a new, weekly 90-minute film series in color, representing a fresh concept in television programming, will be presented on the NBC Television Network during the 1962-63 season, it was announced today by Mort Werner, Vice President, Programs, Television Network.

Suggested by stories from Owen Wister's classic American Western novel, "The Virginian" will be shown on the network Wednesdays, 7:30 to 9 p.m. NYT, beginning in late September.

Mr. Werner described the project as a sharp departure from standard television offerings and "the most ambitious and costly programming enterprise in network television history...one that will present TV features with motion picture dimension each week."

"'The Virginian' will have a look unlike any current television fare," Mr. Werner said. "This will be achieved not only by 90-minute length -- which allows for full character development and expanded story-telling opportunity -- but by color photography, location shooting, outstanding scripts and original musical scores. Every facet of the design will be patterned to provide maximum excitement and visual effect."

(more)

The program will have seven continuing roles, the cast to be announced shortly, and a top-name guest star policy. Filming is planned to start April 9.

"The Virginian" will be produced by Revue Productions in association with the NBC Television Network. Richard Irving, Executive Vice President of Revue, will serve as executive producer of the series; and Charles Marquis Warren, former producer-director of "Gunsmoke" and creator-producer of "Rawhide," will be "The Virginian" producer.

"The Virginian" becomes the first television series to have multiple production units functioning at once under separate writer-producer and producer-director teams, the first 90-minute series with continuing characters and setting, and the first 90-minute Western.

"This will be the first time in television history that production logistics are designed to allow a series to take advantage of feature picture techniques and multiple unit facilities to assure a very high quality," Mr. Werner said.

"NBC undertook arrangements for the production of 'The Virginian' only after exhaustive research in which both the network and the producing organization became fully aware of the staggering effort necessary to produce TV features of this scope each week.

"'The Virginian' will have three production units at the disposal of separate writers, producers and directors with outstanding feature credits. Each unit will have adequate leisure in which to develop story properties, sufficient time for casting, and at least ten days of filming."

Teams are now being organized by Revue and NBC to head up units which will begin production at various California locales. Negotations are in progress for producers, writers and directors.

(more)

"The Virginian" by Owen Wister (1860-1938) has been called by literary critics "one of the world's permanent American writings" and "the greatest Western novel ever written." Former President Theodore Roosevelt described the work as "...an expression of American faith."

Pieced together from several different stories, the novel is laid in the vast regions of the Wyoming Territory (near Medicine Bow) in the 1890's. The television series, as the novel, deals with the area and its real need for a rude frontier code; its people, its restless forces, its scenic grandeur, and its sweep of history. Central characters (to be cast) are as follows:

The hero, whose name is simply the Virginian, a handsome cowboy, who forces on the turbulent community his idea of law and order.

Steve, the Virginian's lusty, loyal sidekick.

Trampas, an untamed cowpuncher torn between respect for the Virginian and a capacity for weakness and wildness.

Judge Henry, hard but understanding owner of the Sunk Creek Ranch, where the Virginian works as foreman.

Betsey, Judge Henry's 14-year-old daughter.

Molly Wood, spirited and attractive editor of Medicine Bow's weekly newspaper.

Chief Bob Running Elk, an old and not-so-tame Sioux Indian, the devoted cook and housekeeper of the Sunk Creek Ranch.

(more)

The novel and its characters will be only a starting point for the broad canvas against which NBC-TV's "The Virginian" will unfold. Heavy emphasis will be placed on guest stars. At the same time, it is contemplated that the 90-minute format will permit more participation of continuing characters than has ever been possible.

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NBC-New York, 3/7/62

March 7, 1962

MILES LABS BUYS SPONSORSHIP IN FOUR NIGHTTIME SERIES
ON THE NBC TELEVISION NETWORK FOR 1962-63 SEASON

Miles Laboratories has purchased sponsorship in four NBC-TV nighttime programs for the 1962-63 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Miles ordered weekly participations in NBC-TV's new 90-minute Western, "The Virginian," based on Owen Wister's classic novel, (Wednesdays in color, 7:30-9 p.m. NYT), "Laramie" (Tuesdays in color, 7:30-8:30 p.m. NYT), "International Showtime" (Fridays 7:30-8:30 p.m. NYT), and "Saturday Night at the Movies" the majority in color, (Saturdays 9 p.m. NYT to conclusion).

Mr. Durgin said that the Miles order assures the company wide exposure four nights a week in NBC's highly successful nighttime television network structure.

The order for Miles was placed by Wade Advertising Inc., Chicago.

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NBC COLOR TELEVISION NEWS

JAMES MASON AND JOAN HACKETT TO STAR IN LIVE COLOR ADAPTATION OF 'REBECCA' ON 'THEATRE 62' SUNDAY, APRIL 8

James Mason and Joan Hackett will play the starring roles in "Rebecca," the live color broadcast on "Theatre 62" Sunday, April 8, (NBC-TV, 10-11 p.m. EST). Mason will be seen as Maxim de Winter and Miss Hackett as the second Mrs. de Winter in this special adaptation of the David O. Selznick motion picture "Rebecca."

"Rebecca" is based on Daphne du Maurier's novel concerning the marriage of a young and impressionable girl to a man whose first wife had died under mysterious circumstances. The adaptation is by Ellen Violett. Producer is Fred Coe and director Boris Segal. Series sponsor is American Gas Association.

James Mason, whose acting fame was first established in the U. S. through the English film "The Seventh Veil," has also starred in "The Desert Fox," "Five Fingers," "North by Northwest," and "Journey to the Center of the Earth." His previous roles on NBC-TV included "The Goodyear Theater" and a Purex Special, "John Brown's Raid." He has been a frequent guest on "The Jack Paar Show" and recently appeared with his family on NBC-TV's daytime program "Here's Hollywood." He will star in the forthcoming film "Lolita."

Joan Hackett's reputation as an actress was established firmly in January, 1961, when she appeared in the off-Broadway production "Call Me By My Rightful Name," a role which won her three awards. TV roles in the "Dr. Kildare" series on NBC, and in "The Defenders" and "Ben Casey" followed.

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NBC-New York, 3/7/62

March 7, 1962

'YVES MONTAND ON BROADWAY' TO HAVE ENCORE BROADCAST ON NBC-TV
SPONSORED BY THE UNITED STATES TIME CORP. FOR TIMEX WATCHES

One of the season's hit musical specials, "Yves Montand on Broadway," will be repeated on the NBC-TV Network Friday, May 11 (8:30-9:30 p.m. EDT).

The full-hour program of song stars Yves Montand in music of this country and his native France. John Raitt, Polly Bergen, Helen Gallagher and Bobby Van complete the starring cast.

The program will be presented under the sponsorship of the United States Time Corporation for Timex Watches. The same sponsor presented the program last November on another network. Agency is Warwick and Legler.

Yves Montand was first known in this country through his acting in films, and later added to his reputation when his many recordings became popular here, as they are in France. Montand scored a great success in a long run one-man song show on Broadway two seasons ago, and repeated this success last Fall and Winter.

Joined by the American singers, Montand presents such song favorites as "Just in Time," "You're the Top," "C'est Si Bon," "Sometimes I Feel Like a Motherless Child," "Vive la Compagnie" among many more.

Harry Sosnick was musical director, Bob Herget choreographer, and Joe Cates producer-director.

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NBC COLOR TELEVISION NEWS

NBC OPERA COMPANY'S HIGHLY PRAISED COLOR PRODUCTION OF "CAVALLERIA RUSTICANA" TO BE REPEATED MARCH 25

The NBC Opera Company's highly acclaimed production of Mascagni's opera "Cavalleria Rusticana" will be repeated in color on NBC-TV Sunday, March 25 (3:30-4:40 p.m. EST). Virginia Copeland sings Santuzza, David Poleri is Turriddu, Chester Ludgin is Alfio, Jan McArt is Lola and Anna Carnevale is Mama Lucia. The conductor is Peter Herman Adler.

"Cavalleria Rusticana" is presented in the English translation by Joseph Machlis, with sets by Ed Wittstein. Kirk Browning was director and Samuel Chotzinoff producer.

This presentation, which was originally broadcast on NBC-TV Jan. 31, 1960, was praised by music and television reviewers, not only for the singing and acting, but for the exceptional setting, re-creating a Sicilian village. A pantomime action for the opening prelude was conceived to make the later action clearer, a possibility offered only by television. During the long prelude in the theatre, the curtain remains lowered.

The story of "Cavalleria Rusticana" is one of love and jealousy. Santuzza is jilted by Turriddu, who returns to his former love, Lola. Lola is now married to Alfio. When Turriddu refuses to give up Lola, Santuzza tells Alfio about the affair. Alfio challenges Turriddu to a duel and kills him.

This is the final presentation in the 13th season of the NBC Opera Company.

-----o------ NBC-New York, 3/7/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 7, 1962

NBC NEWS' ROBERT YOUNG AND CHARLES DORKINS WIN THE ONLY
1961 POLK MEMORIAL AWARD FOR TV OR RADIO REPORTING
FOR THEIR TV FILM IN NBC WHITE PAPER ON ANGOLA

For exclusive film coverage presented in "NBC White Paper No. 7 -- Angola: Journey to a War," Robert Young and Charles Dorkins of NBC News have won the only 1961 George Polk Memorial Award for television or radio reporting.

Young and Dorkins were cited "for their courageous and resourceful film coverage of Nationalist underground resistance in Angola against Portuguese military forces." They traveled more than 300 miles on foot through the battle areas of Northern Angola and obtained a first-hand report on the situation in a region where there was a blackout of information for months.

"This material," the citation says, "was a highlight of the 'NBC White Paper -- Angola: Journey to a War,'" which was broadcast on the NBC-TV Network Sept. 19, 1961. The program was produced by Al Wasserman and directed by Young. Irving Gitlin is executive producer of the "NBC White Paper" series.

The Polk awards, established by Long Island University for "significant achievement in journalism," will be presented at a luncheon Thursday, March 29 at Hotel Roosevelt, New York City. NBC News correspondent Chet Huntley will read the citations accompanying the awards.

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NBC-TV'S "HUNTLEY-BRINKLEY REPORT" WINS A "FAVORITE PROGRAM AWARD" IN POLL OF READERS BY SAN FRANCISCO EXAMINER'S DWIGHT NEWTON

NBC News' "Huntley-Brinkley Report" has been awarded a "Favorite Program Award" by the San Francisco Examiner as the result of a poll conducted by the Examiner's television editor, Dwight Newton.

The award states: "This certifies that readers of the San Francisco Examiner have voted 'Huntley-Brinkley Report' NBC-TV their favorite television informative program in a poll conducted by the undersigned columnist. Dwight Newton."

The citation was presented today (Wednesday, March 7), to the program's producer, Reuven Frank, in New York City.

The "Huntley-Brinkley Report" is broadcast on NBC-TV Mondays through Fridays (6:45-7 p.m. EST).

NBC-New York, 3/7/62

MONITOR
THE NBC WEEK-END RADIO SERVICE

March 7, 1962

REAL-LIFE ACTION-ADVENTURE-MYSTERY SCENE ENACTED BEFORE NBC NEWS' JOSEPH MICHAELS IN ALGIERS

Last Sunday in a small Algiers hotel there was real-life action that would qualify for a TV or movie action-adventure-mystery program.

Joseph Michaels of NBC News was at the hotel -- along with other correspondents covering the volatile Algerian scene -- when in rushed two Secret Army Organization terrorists. As reported by anchorman Frank McGee on NBC Radio's "Monitor 62" (at 8:51 p.m. EST, Sunday, March 4), one of the intruders had a submachine gun, and Michaels et al were told to get their hands up.

The right-wing extremists, desperate over the impending peace treaty between France and the Algerian rebels, were on the hunt for Nicolas Caraciol, 30-year-old correspondent for a Milan newspaper, and the only Italian newsman who defied their edict to "Get out of Algeria or die."

It took some fast talking by Michaels and his colleagues to convince the armed men they did not know the hunted man's whereabouts. Finally, the intruders lowered the artillery, jumped into a jeep and zoomed off in a cloud of dust.

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NBC COLOR TELEVISION NEWS

March 7, 1962

FRED GWYNNE, BUD COLLYER VISIT 'PLAY YOUR HUNCH'

NBC-TV star Fred Gwynne and TV emcee Bud Collyer will be guest celebrities on "Play Your Hunch" during the week of March 12-16 (NBC-TV color series, Monday through Friday, 10:30 to 11 a.m. EST). Collyer will be the guest of host Merv Griffin on Monday, March 12. Gwynne, co-star of the Sunday night "Car 54, Where Are You?" series, will appear on "Play Your Hunch" Thursday, March 15.

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ADDITION TO NBC-TV COLOR SCHEDULE FOR MARCH

Sunday, March 25

4:40-5 p.m. Add: "Sunday Concert," by Joseph Gallicchio and the NBC Orchestra. (Chicago)

March 7, 1962

LIKE PERRY (WITH COMO-TION) CHET HUNTLEY GETS LETTERS

Perry Como, like his song goes, gets "letters, lots of letters..." So does NBC News' Chet Huntley -- about 300 a week.

Huntley gets letters from people with strong opinions on international affairs, people with strong opinions on Huntley, offers of marriage, poems, money, watches (few that work), and once a two-foot long hobby horse.

One of the funniest letters came from a nurse. She asked Chet to write her boy friend to encourage him to buy her a car. The car would thus afford her a ride to work and ease her sore feet.

It seems the couple was engaged and the young man had promised to buy his betrothed an auto. However, riding to work on a subway one day, the young man saw Huntley.

The young man told his girl if the subway was good enough for Huntley, it was good enough for her. And so, no car. The nurse appealed to Chet.

Chet wrote her and supported her boy friend. He contended it is much easier to travel in New York City without a car.

The hobby horse came to Chet from the Far West. It was passed from hand to hand across the country and simply bore a request for Chet's autograph. He autographed the horse.

Four people write Chet every day, for no particular reason other than to be writing Chet Huntley. On Valentine's Day, the desk of Chet's secretary, Xenia Petschek, a New York City girl, is covered with cards from friends and fans.

(more)

At Christmas, the gifts are many. Last year, a nun sent Chet a huge scrapbook filled with hundreds of newspaper and magazine clippings about himself that had been published during the year.

Many gifts bear no return address. They are stored, usually in Chet's roll-top desk. In one drawer is an estimated $1,000 worth of jewelry. The pieces were mailed to him by an unidentified woman. Chet decided to keep the jewelry against the day when his admirer comes and asks for it back.

(Chet Huntley is seen on the "Huntley-Brinkley Report" Mondays through Fridays, and on "Chet Huntley Reporting for Mutual of Omaha" on Fridays.)

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NBC-New York, 3/7/62

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

March 8, 1962

LIGGETT & MYERS BUYS ALTERNATE-WEEK SPONSORSHIP IN "ENSIGN O'TOOLE," 1962-63 SUNDAY NIGHT COMEDY SERIES ON THE NBC TELEVISION NETWORK

Liggett & Myers Tobacco Company has purchased alternate-week sponsorship of NBC's new comedy series "Ensign O'Toole," which will be seen Sundays, 7-7:30 p.m. (NYT) beginning Sept. 23, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The 1962-63 series concerns the adventures of a bright young naval officer and his shipmates aboard the U. S. destroyer Appleby, on duty in the Pacific. The comic circumstances in which the crew of the Appleby find themselves each week are sometimes instigated, complicated, and finally alleviated by Ensign O'Toole.

The character of Ensign O'Toole was created by William J. Lederer in the novel, "All the Ships at Sea." Mr. Lederer is also author of the best-seller "A Nation of Sheep" and co-author of "The Ugly American." He will serve as story consultant for the series, much of which will be filmed in and around Japan.

"Ensign O'Toole" stars Dean Jones in the title role, and co-stars Jay C. Flippen, Harvey Lembeck, Jack Albertson and Jack Mullaney as fellow crew members.

The Liggett & Myers order was placed through the J. Walter Thompson Company.

"Ensign O'Toole" is a Four Star Production.

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M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 8, 1962

JOHN RICH RE-ACCREDITED AS CHIEF OF NBC NEWS BUREAU IN PARIS

NBC News correspondent John Rich has been re-accredited by the French Information Ministry as chief of the NBC News bureau in Paris.

Rich had been barred from returning to Paris as a correspondent because the French Government apparently objected to remarks he had made in a speech at the National Press Club in Washington last Jan. 4. The French Information Ministry notified NBC on Jan. 20 that Rich's accreditation had been withdrawn.

Rich, who had been in this country on a speaking tour, returned to Paris last month as a private citizen and had applied for re-accreditation. He recently left Paris for a vacation in Rome and on his return to the French capital was notified by the Information Ministry that he had been re-accredited.

Bernard Frizell, who was named acting chief of the Paris bureau after Rich was barred, has been assigned as roving European correspondent based in Paris. Frizell had previously headed the NBC News bureau at Leopoldville in the Congo since he opened the office in May, 1961.

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NBC TELEVISION NETWORK NEWS

March 8, 1962

FRED COE SIGNED AS EXECUTIVE PRODUCER FOR 'EMMY AWARDS'
90-MINUTE SPECIAL BROADCAST ON NBC-TV TUESDAY, MAY 22

Fred Coe, veteran television and stage producer-director will be executive producer for the National Academy of Television Arts and Sciences 14th annual "Emmy Awards" presentation on Tuesday, May 22 (NBC-TV Network, 10-11:30 p.m. EDT). Announcement of the signing of Coe to head the award show, which will be broadcast for the eighth consecutive year on NBC-TV, was made today by Robert F. Lewine, President of the National Academy, and by Mort Werner, Vice President, Programs, NBC Television Network.

The 90-minute "Emmy Awards" show will originate this year from New York, Hollywood and Washington, D. C., and will be developed by NBC-TV's Entertainment Specials Section under the supervision of Lester Gottlieb, Vice President, Special Programs, Television Network.

Coe, a veteran of 15 years in showbusiness, and producer of NBC-TV's "Theatre 62," is identified with some of television's greatest triumphs: Paddy Chayefsky's "Marty," the first color broadcast of "Peter Pan" with Mary Martin, and "Philco Television Playhouse." A writer, director and producer, Coe was instrumental in originating "Mr. Peepers," the NBC comedy series which made a video personality of Wally Cox. Coe was also associated with "Producers' Showcase," and the "Playwrights 56" drama series, both for NBC.

In recent seasons, Coe produced the award-winning "The Miracle Worker," "Two for the Seesaw" and "All the Way Home" on Broadway.

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March 8, 1962

TWO NBC NEWS SPECIALS ON 'MRS. KENNEDY IN ASIA'
SCHEDULED ON NBC RADIO NETWORK MARCH 12 AND 26

Two special NBC News programs, titled "Mrs. Kennedy in Asia" and covering the First Lady's tour of India and Pakistan, will be presented on the NBC Radio Network Monday, March 12, and Monday, March 26 (both programs 9:05-9:30 p.m. EST).

The first program will cover Mrs. Kennedy's trip up to and through her first day in India. The second will cover her entire tour, day-by-day. The programs will include reports from the scene by NBC News correspondents Sander Vanocur (White House), Welles Hangen (New Delhi) and Arnolda Lacagnina (Cairo). They will be produced by Ray Hasson.

NBC COLOR TELEVISION NEWS

March 8, 1962

SECOND 'PROJECT 20' PROGRAM ABOUT STORY OF CHRIST

'MORE CHALLENGING AND DIFFICULT' THAN FIRST

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Color Program, 'He Is Risen,' To be Broadcast April 15

In many ways, the making of the second NBC "Project 20" program on the story of Christ has been "more challenging and difficult" than the first, according to Richard Hanser, author of the scripts for both.

"Though we want to achieve the same level of dignity and reverence in pictures, words and music as in 'The Coming of Christ'," he says, "we are dealing with darker and more tragic themes."

The new program, "He Is Risen," will be broadcast in color by NBC-TV Sunday, April 15 (8:30-9 p.m. EST).

"Our first program was all serenity and poetry and the beauty peculiar to the Gospel message," Hanser says. "Now, however, the element of violence -- of hatred and cruelty -- enters the story, and we must picture the disturbing and sometimes distressing events that led to the Crucifixion."

Though much of "The Coming of Christ" could be pictured with general scenes of His ministry, the "Project 20" unit has now had to find paintings for many specific events which will be told in the order of their occurrence: the last days of the ministry, the Last Supper, the agony in Gethsemane, the betrayal by Judas, the delivery to Pilate, the Crucifixion, the entombment, and the Resurrection.

(more)

"We must be sure," Hanser says, "that the tragic element in the story is, at the end, overwhelmed and overcome by the glory and wonder of the Resurrection."

And, he adds: "If 'He Is Risen' presents us with even more hazards than our first venture into this difficult field, perhaps we can hope that, by devoting enough time, effort and taste to the project, we can again produce a work not entirely unworthy of its theme." The work has been in production for more than a year.

As before, the personality of Jesus Himself will be at all times dominant. As before, the narration -- to be voiced by Alexander Scourby -- will rely almost wholly on Jesus' own words and the words that were spoken about Him while He lived.

Also, as before, the best possible pictures will provide the visual background for the words. Several hundred paintings in which the great artists of the late Middle Ages and the Renaissance depicted the final period of Christ's ministry and His last days will be animated through the strikingly realistic "Project 20" technique of still-pictures-in-action. Artists whose work will illuminate the words include El Greco, Velasquez, Rembrandt, Caravaggio, Mantegna, Tiepolo, Tintoretto, Titian, van der Weyden and Cranach.

Probably no other writer in television has contributed so many prize-winning programs to the medium as has Richard Hanser. He has written the scripts for most of the "Project 20" programs, including "Meet Mr. Lincoln" and "Mark Twain's America." He has often been called the best of all writers in his field. His outstanding writing career in TV began in 1952, when he joined NBC to write the 26-episode "Victory at Sea" in collaboration with the late Henry Salomon.

Donald B. Hyatt is producer-director of "Project 20." Robert Russell Bennett, the unit's musical director, is composing and will conduct an original orchestral score for "He Is Risen."

-----o------ NBC New York 3/8/62

NBC RADIO NETWORK NEWS
March 8, 1962

DR. RALPH W. SOCKMAN TO END HIS 34-YEAR MINISTRY ON THE NBC RADIO NETWORK SUNDAY, MARCH 25

Dr. Ralph W. Sockman, sometimes termed broadcasting's most durable celebrity, will end his 34-year ministry on the NBC Radio Network Sunday, March 25 (10:05 a.m. EST). His final address as presiding minister of "National Radio Pulpit" will be "The End of the Beginning."

"This 'National Radio Pulpit' is the oldest continuous network program of any kind," Dr. Sockman said today. "It was started by Dr. S. Parkes Cadman in the earliest Twenties, and I began as his Summer interim speaker in 1928." He became its regular officiating clergyman Nov. 1, 1936.

In his valedictory, Dr. Sockman will say: "We are developing such high power in our material world that we must have the divine power from on high to control it, or man will destroy himself....We are either on the brink of a Third World War which will destroy us with bombs from above, or on the verge of a mighty revival which will clothe us with power from on high.

"My profound feeling is that the new awareness of the world situation and the new working for church unity augur a large-scale advance of the Christian forces.

"And with deep gratitude to the National Broadcasting Company and to all who have helped to make this program possible through the more than 30 years, I look ahead with high hopes for the 'National Radio Pulpit' under the able leadership of such spokesmen as Robert McCracken, Robert Hershey, David Read and others who will carry on."

(more)

Dr. Sockman retired after 44 years as minister of Christ Church Methodist, New York City, in December, when, at 72, he reached the compulsory retirement age for Methodist ministers.

"National Radio Pulpit," produced by NBC in cooperation with the National Council of Churches, is broadcast by 88 stations each Sunday and has a weekly audience estimated at five million. Dr. Sockman's listeners have written him an average of 5,000 letters a week. Reprints of his radio sermons are requested at the rate of 7,500 a month.

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NBC-New York, 3/8/62

NBC COLOR TELEVISION NEWS

BIG ROSTER OF STARS SET FOR 'CITIES SERVICE HIGHWAYS OF MELODY'

MICHAEL LANDON (IN FIRST SONG-DANCE STINT), HUGH O'BRIAN (ALSO SINGING), JULIET PROWSE, JANET BLAIR, MARY COSTA AND PAUL LAVALLE ARE STARRED AND GORDON AND SHEILA MacRAE ARE HOST AND HOSTESS OF COLOR SPECIAL

Michael Landon, known to millions for his co-starring role of Little Joe Cartwright on NBC-TV's "Bonanza" color broadcasts, will make his singing and dancing debut on "Cities Service Highways of Melody" Sunday, April 22 (NBC-TV color broadcast 10-11 p.m. EST). The same program also will have another Western TV headliner, Hugh O'Brian -- for many years familiar as Wyatt Earp -- in a singing role. Others in the all-star cast include Juliet Prowse, Janet Blair, Mary Costa and Paul Lavalle. Gordon and Sheila MacRae will again be host and hostess of the program.

In its first two programs this season "Cities Service Highways of Melody" presented musical journeys down the Atlantic coast and over to New Orleans, and then from New Orleans up the Mississippi to Chicago. This third and final musical special of the season will resume the musical journey taking viewers back East to New York.

Paul Lavalle will again conduct his Band of America, Miss Prowse will offer song and dance interpretations, and concert and opera singer Mary Costa will offer favorites from her repertoire. Tom Hansen will be choreographer of the program, which will be produced and directed by Greg Garrison. Harry Zimmerman is musical director.

The program is sponsored by the Cities Service Oil Marketing Company through Lennen and Newell Inc.

-----o------ NBC-New York, 3/8/62

CORRECTIONS FOR NBC-TV'S "DU PONT SHOW OF THE WEEK'

Title of NBC-TV's two-part dramatization based on the 1950 multi-million-dollar robbery of the Brink's Company in Boston, previously announced as "The Great American Robbery," has been changed to "The World's Greatest Robbery." The program will be broadcast in black and white only -- instead of in color, as previously announced -- on the network's "Du Pont Show of the Week" Sundays, April 29 and May 6 (10-11 p.m. EST). Casting will be announced shortly.

CAST ADDITIONS FOR 'OUR FIVE DAUGHTERS'

Recent additions to the cast of NBC's daytime serial "Our Five Daughters" include prominent actors and actresses from the stage and television. Joining the program, which is seen Mondays through Fridays (3:30-4 p.m. EST) are Frederic Tozere, Elisa Loti, John Griggs, Carrol Hume, Ed Griffith and David Kennan.

Heading the original cast are Esther Ralston as Helen Lee and Michael Keene as Jim Lee. Their five daughters are played by Wynne Miller, Patricia Allison, Nuella Dierking, Iris Joyce and Jacquie Courtney. Robert W. Stewart plays uncle Charlie.

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NBC-New York, 3/8/62

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For April, 1962 (April 1-28, EST. April 29 and 30, EDT)

Sunday, April 1

1:30-2 p.m. -- "Frontiers of Faith"

4:30-5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "Bullwinkle"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday through Friday, April 2-6

6-6:30 a.m. -- "Continental Classroom" -- Probability and Statistics (Repeat)

6:30-7 a.m. -- "Continental Classroom" -- American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, April 2

8:30-9 p.m. -- "The Price Is Right"

Tuesday, April 3

7:30-8:30 p.m. -- "Laramie"

Wednesday, April 4

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

2 - April Color Schedule

Thursday, April 5

10-11 p.m. -- "Sing Along with Mitch"

Saturday, April 7

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

Sunday, April 8

4:30-5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "Bullwinkle"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- Theatre 62 -- "Rebecca"

Monday through Friday, April 9-13

6-6:30 a.m.-"Continental Classroom" - Probability and Statistics (Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, April 9

8:30-9 p.m. -- "The Price Is Right"

Tuesday, April 10

7:30-8:30 p.m. -- "Laramie"

(more)

3 - April Color Schedule

Wednesday, April 11

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, April 12

10-11 p.m. -- "Sing Along with Mitch"

Friday, April 13

9:30-10:30 p.m. -- "Bell Telephone Hour"

Saturday, April 14

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

Sunday, April 15

6-7:30 p.m. -- "Hallmark Hall of Fame" -- "Give Us Barabbas" (Repeat)

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

8:30-9 p.m. -- "He Is Risen"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week" -- "The Action in New Orleans"

Monday and Tuesday, April 16 and 17

6-6:30 a.m. -- "Continental Classroom" -- Probability and Statistics (Repeat)

6:30-7 a.m. -- "Continental Classroom" -- American Government

Monday through Friday, April 16-20

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

(more)

Monday through Friday, April 16-20 (Cont'd)

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Monday, April 16

8:30-9 p.m. -- "The Price Is Right"

Tuesday, April 17

7:30-8:30 p.m. -- "Laramie"

9-10 p.m. -- "Rainbow of Stars"

Wednesday, April 18

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, April 19

10-11 p.m. -- "Sing Along with Mitch"

Friday, April 20

9:30-10:30 p.m. -- "The Dinah Shore Show" (Repeat)

Saturday, April 21

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

9-11 p.m. -- "Saturday Night at the Movies" -- "Soldier of Fortune" (Repeat)

Sunday, April 22

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "Bullwinkle"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Cities Service Highways of Melody"

(more)

5 - April Color Schedule

Monday through Friday, April 23-27

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "Tonight"

Tuesday through Friday, April 24-27

6-6:30 a.m. -- "Continental Classroom" -- Probability and Statistics (Repeat)

6:30-7 a.m. -- "Continental Classroom" -- American Government

Monday, April 23

8:30-9 p.m. -- "The Price Is Right"

Tuesday, April 24

7:30-8:30 p.m. -- "Laramie"

Wednesday, April 25

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, April 26

10-11 p.m. -- "Sing Along with Mitch"

Friday, April 27

9:30-10:30 p.m. -- "Bell Telephone Hour"

Saturday, April 28

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

9-11 p.m. -- "Saturday Night at the Movies" -- "How to Marry a Millionaire" (Repeat)

(more)

6 - April Color Schedule

Sunday, April 29 (Eastern Daylight Time)

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "Bullwinkle"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, April 30 (Eastern Daylight Time)

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics (Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

8:30-9 p.m. -- "The Price Is Right"

11:15 p.m.-1 a.m. -- "Tonight"

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NBC-New York, 3/8/62

JACK TRACY
ROOM 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

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March 9, 1962

DR. CHARLES WINICK, PSYCHOLOGIST AND SPECIALIST IN JUVENILE BEHAVIOR, RETAINED BY NBC AS A CONSULTANT ON CHILDREN'S PROGRAMMING

Dr. Charles Winick, psychologist and specialist in the field of juvenile behavior, has been retained by the National Broadcasting Company as a consultant on children's programming, it was announced today by Ernest Lee Jahncke Jr., Vice President, NBC Standards and Practices.

"This arrangement formalizes a relationship between Dr. Winick and NBC which has been in effect for some time," Mr. Jahncke said. "We have consulted Dr. Winick in the past in connection with various network children's programming activities, and are now expanding our use of his services.

Dr. Winick's activities embrace the study and evaluation of mail addressed to NBC by youngsters, previewing proposed network programs for children, the study of commercials to be integrated into children's programs, and consultation with NBC's Children's Program Committee.

Dr. Winick has been engaged in psychological research for 15 years. He also has been a consultant to a number of Federal, state, local and voluntary agencies concerned with juvenile delinquency and child behavior.

His many studies have covered children's humor, their conceptions of religion, how teenagers select media and similar subjects. In 1959 he conducted a study of "Taste and the Censor in Television" published by the Fund for the Republic.

Dr. Winick received his doctorate in psychology from New York University. He has taught at N. Y. U., and the Massachusetts Institute of Technology, and is currently on the faculty of Columbia University.

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M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 9, 1962

BIG STAFF AND EXTENSIVE FACILITIES SET IN GENEVA BY NBC NEWS FOR COVERAGE OF FOREIGN MINISTERS' AND DISARMAMENT MEETINGS

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Full-Hour TV Special Announced for Sunday, March 18

NBC News has assigned six correspondents and more than a dozen producers, directors and technicians to Geneva for extensive coverage of the meeting of the U. S., British and Soviet foreign ministers starting Monday, March 12, and the United Nations-sponsored disarmament conference beginning Wednesday.

A full-hour special program on the Geneva developments is scheduled for Sunday, March 18 on the NBC-TV Network (5-6 p.m. EST). Special coverage also will be presented on NBC-TV's "Huntley-Brinkley Report" and the "Today" show, as well as on other regular news programs on the NBC-TV and NBC Radio Networks.

The NBC News correspondents on this assignment are State Department correspondent Elie Abel, senior European correspondent Joseph C. Harsch, who is based in London; roving European correspondent Bernard Frizell, who is based in Paris; Berlin correspondent Piers Anderton, Moscow correspondent Frank Bourgholtzer, and John Chancellor, host of the "Today" show.

William Corrigan, Manager, News, Washington, will coordinate the coverage from Geneva.

Two camera-sound crews, a mobile TV unit with tape recording equipment, and a high-speed film developing unit are being dispatched to

(more)

Geneva. The coverage will be sped to New York by the fastest possible means. It will either be flown directly on jet planes or carried on Eurovision lines to London and from there sent to the United States by jets or transmitted on the trans-Atlantic cable.

Associate producer Eliot Frankel and director Walter Kravetz of the "Huntley-Brinkley Report" will produce special film reports by Elie Abel for daily presentation on that program. Film reports by Chancellor and Abel also will be presented on "Today."

Chancellor will be anchorman of the March 18 special program, which will preempt "Wisdom" and "Update." It will be produced in Geneva as late as possible, recorded on tape and flown to New York for broadcast. One feature will be an evaluation of developments by the NBC News correspondents in a round-table discussion. The program will be produced by Robert Northshield, "Today" producer, and directed by Charles Jones of NBC News Washington.

The film coverage will be provided by Joseph Oexle and Peter Dehmel of NBC News Berlin, Cal Marlin and Richard Martin of NBC News Miami, and Fernand Reymond, NBC News Geneva. Manager of Film Procurement David Klein will be sent from New York to operate the high-speed film developer.

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NBC-New York, 3/9/62

March 9, 1962

NBC MERCHANDISING GOES TO NEW YORK TOY FAIR SPOTLIGHTING TALENT AS WELL AS WARES

NBC Merchandising goes to the New York Toy Fair laden with talent as well as wares. Chet Huntley, Burr Tillstrom (creator of "Kukla and Ollie"), Toody and Muldoon (of "Car 54, Where Are You?") and Miss NBC will be on hand at the Hotel New Yorker and the Toy Building during the week beginning March 12.

Bob Max, NBC Merchandising Director, points out that these NBC-TV personalities were not simply selected at random from the network's roster. They are attending in direct connection with new merchandise, based upon their shows, to be unveiled for the first time at the Toy Fair.

In honor of the debut of Chet Huntley's NBC-TV News Game, a family game based upon the important news events he reported over the air, Huntley will pick the winner of a sweepstake sponsored by Dadan Inc., manufacturers of the game. Prizes will include an RCA Victor color television set and autographed copies of the game. The drawing takes place on March 14.

"Burr Tillstrom's Kukla and Ollie" show is the vehicle for a long and impressive list of licensees, including Parker Bros., Collegeville Flag, H. Davis Toy Corp., Dell Publishing Co. and Grosset & Dunlap. The items include "Kukla and Ollie" games, costumes, craft novelties, and coloring, comic and story books.

Joe E. Ross and Fred Gwynne, officers Toody and Muldoon respectively in "Car 54," will patrol the Fair grounds but not too

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vigilantly so that they will be able to take time out to discuss the new "Car 54" novelties. Louis Marx, Standard Toycraft Co., Allison Industries and Dell Publishing Co. are licensed for new merchandise related to their TV program.

Some of the other NBC-TV shows licensed by NBC Merchandising to manufacturers and publishers for related retail products are "Bonanza," "The Shari Lewis Show," "87th Precinct," "Laramie" and "National Velvet."

Miss NBC, the network's standard-bearer at the Toy Fair, is Yardena, a veteran of the Israeli army. An experienced actress in television, radio, film and stage productions, Yardena, accompanied by an NBC page, will be clicking away at the fair with a camera. Visitors can be photographed through apertures in simulated television screens so that they will appear to be guest stars on actual programs.

In view of the talent and showmanship at the Toy Fair, Mr. Max observed that "it doesn't hurt for a licensor to have a Billy Rose touch."

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NBC-New York, 3/9/62

M THE NATIONAL BROADCASTING COMPANY
· Rockefeller Plaza, New York 20, N. Y.

March 9, 1962

JOHN HERRINGTON OF WDAF AND WDAF-TV, KANSAS CITY,
WINS 5TH ANNUAL EARL GODWIN MEMORIAL AWARD

John Herrington, night editor on the news staff of WDAF and WDAF-TV in Kansas City, Mo., has been named the winner of the fifth annual Earl Godwin Memorial Award presented by NBC News.

The award includes a six-month assignment as an NBC News correspondent in London with Joseph C. Harsch, NBC News' senior European correspondent. Herrington will leave for London about April 1.

According to the awards committee, headed by NBC News Editor Sam Sharkey, Herrington won out in an extremely close competition over "perhaps the best all-around group of entrants" since the Godwin Award was established in memory of the dean of Washington broadcast newsmen, who died in 1956. Godwin had broadcast news from NBC, Washington, for more than two decades.

Herrington won for an entry of 30 reports used on the NBC Radio Network during 1961. "Outstanding among these," said the committee judges, "was a series, done under extreme pressure, on the first and only news conference held by Air Force Captains Olmstead and McKone, the RB-47 fliers who had been shot down by the Soviet Union. They crisply detailed all important points in the long conference and wove in background and interpretation with expert skill."

Herrington, 30, has been a news broadcaster for WDAF since 1958. Earlier, he had worked for newspapers in Kansas and California, had been on the staff of several Kansas radio stations and worked for the

(more)

Department, Room 320

Associated Press in Tokyo and Pacific Stars and Stripes in Tokyo. A graduate of the University of Kansas, he is married and has two sons.

By coincidence, Herrington is the second member of the WDAF staff to win the award. The first Godwin Award, presented in 1958, went to William Leeds who is now news director of WDAF and WDAF-TV.

The Earl Godwin Memorial Award is presented annually to the newsmen at an NBC-affiliated station who, in the opinion of the judges, demonstrates the greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story for the NBC Radio Network. Other winners have included William F. Balthaser of WDEL, Wilmington, Del., and Keith S. Glatzer of WFOR, Hattiesburg, Miss.

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NBC-New York, 3/9/62

NBC COLOR TELEVISION NEWS

BOB CUMMINGS WILL STAR WITH SPECIAL GUEST AUDREY MEADOWS
IN AN ORIGINAL COMEDY ROMANCE SET IN NEW ORLEANS OF 1928
AND SCHEDULED FOR 'DU PONT SHOW OF WEEK' COLOR BROADCAST

- - -

Script for Lewis Freedman Production Is by New Southern Writer

FOR RELEASE MONDAY A.M., MARCH 12

Bob Cummings will star with special guest Audrey Meadows in "The Action in New Orleans" -- an original comedy romance set against the flowering of the confidence game rackets in New Orleans of 1928 -- to be presented in color Sunday, April 15 (10-11 p.m. EST) on NBC-TV's "Du Pont Show of the Week."

(EDITOR'S NOTE: "The Action in New Orleans" replaces "Murder on a Sealed Train," previously announced as the "Du Pont Show of the Week" for April 15. "Murder on a Sealed Train" has been re-scheduled for a Spring airdate, to be announced.)

Cummings has the role of the Big Alabama Wonder, a legendary Southern confidence man who sets out to bilk a lively Ohio widow, Constance Forester (played by Miss Meadows), of a million-dollor fortune. Aided by a motley assortment of fellow bunco artists, the Big Alabama Wonder, appears to have successfully carried out his plot when -- in a surprise ending, with a unique twist -- he is hoist with his own petard.

The first literary effort of a new Southern writer, Franklyn MacGregor, "The Action in New Orleans" will be produced by Lewis Freedman

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and directed by Jack Smight, the production team responsible for the critically acclaimed "Du Pont Show of the Week" dramatization of "The Forgery" last February 4.

Also starred in the cast of "The Action in New Orleans" will be Frank McHugh as the Hub-Tub Kid, Howard St. John as the Crazy Horse Kid, Bill Hickey as the hotel clerk, Arthur Kemble Cooper, as Sydney John, and John C. Becher as the "marker."

Said producer Freedman of "The Action in New Orleans": "This is as masterful a piece of 'Americanese' as perhaps any writer has turned out since Damon Runyon. It is whimsical, sentimental and, at the same time, delightfully funny throughout -- and the characterizations of Southern con men, gamblers and other colorful personages are lifelike in dilineation."

One of America's best known screen and television dramatic and comedy actors, Bob Cummings of Joplin, Mo., has performed in numerous NBC-TV dramatic, comedy and musical specials -- and starred in three television series, "My Hero" (1952-54), "The Bob Cummings Show" (1957-59) and "Tne New Bob Cummings Show" (1960-61). Some of his memorable films have included "Princess O'Rourke," "Kings' Row," "You Came Along," "Dial M for Murder" and "How to Be Very Popular."

Audrey Meadows, a native of China, has been a comedy headliner since her TV portrayal of Alice Kramden in "The Honeymooners" on "The Jackie Gleason Show." She has starred on Broadway in "Top Banana" opposite Phil Silvers, and on TV in "Masquerade Party" and on the Bob and Ray, Dinah Shore, Steve Allen and Sid Caesar shows.

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Credits for "The Action in New Orleans" include Jim Ambandos, associate producer; Robert Hopkins, associate director; Rick Kelly, casting director; Robert Wightman, set designer; Budd Wilds, unit manager, and Wendy Sanford, production assistant.

Sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc., the program will originate in the NBC-TV Color Studios, Brooklyn, N. Y.

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NBC-New York, 3/9/62

JOSEPH MACHLIS, TRANSLATOR FOR NBC OPERAS,
HAS SECOND MAJOR BOOK PUBLISHED

Joseph Machlis, translator for the NBC Opera Company, has had his second major book published by W. W. Norton & Company. Machlis, whose translation of "Cavalleria Rusticana" will be heard on NBC-TV Sunday, March 25 in a repeat color presentation (NBC-TV Network color 3:30-4:40 p.m. EST), also is author of "The Enjoyment of Music." His new book is titled "Introduction to Contemporary Music." It is a major work on current trends in music and is extensively illustrated with musical quotations and pictures.

Machlis, who is also a Professor of Music at Queens College in New York, has had eight of his English translations played by the NBC Opera Company. They are "Fidelio," "The Love of Three Kings," "Dialogues of the Carmelites," "War and Peace," "La Boheme," "Rigoletto" and "La Traviata," as well as "Cavalleria Rusticana."

Machlis' work for the NBC Opera Company has been widely praised in the music and TV press. In making contemporary dramatic translation singable, he has helped further the ideal of the NBC Opera Company to make opera accessible to all the people.

His first book, "The Enjoyment of Music," is used in over 600 colleges as a text, including many of the nation's leading universities. The sale of that book has already passed 170,000, something of a record in the publishing of music books.

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NBC-New York, 3/9/62

JACK TRACY
ROOM 320

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NBC TRADE NEWS

March 12, 1962

BROWN & WILLIAMSON TOBACCO PURCHASES SPONSORSHIP
IN NEXT SEASON'S "LARAMIE" COLOR BROADCASTS,
RENEWED FOR TUESDAY TIME-SPOT ON NBC-TV

Brown & Williamson Tobacco Corporation has purchased sponsorship in next season's "Laramie" on NBC-TV, which has been renewed for presentation in its current Tuesday time period (7:30 to 8:30 p.m. NYT, in color), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Laramie," which will begin its fourth season (its second in color) in the Fall, stars Robert Fuller, John Smith, Spring Byington and Dennis Holmes. The series centers around the action at the Sherman ranch, a stageline way station near Laramie, Wyoming, during the pioneer days of the West.

The Brown & Williamson order was placed through Ted Bates & Co.

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March 12, 1962

'DR. KILDARE' HAS SELLOUT ON NBC-TV FOR NEXT SEASON,
WITH ALL ADVERTISERS HAVING RENEWED SPONSORSHIP

Complete sponsorship of next season's "Dr. Kildare" on NBC-TV, all of its advertisers having renewed, was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Continuing sponsorship of "Dr. Kildare" are: Alberto Culver Co. through Compton Advertising Inc.; Colgate-Palmolive Co. through Lennen & Newell; Singer Sewing Machine Co. through Young & Rubicam Inc; Warner Lambert Pharmaceutical Co. through Lambert & Feasley Inc.; Liggett & Myers Tobacco Co. Inc. through J. Walter Thompson Co., and Sterling Drug Inc. through Dancer-Fitzgerald-Sample.

"Dr. Kildare," to be broadcast next season in its current Thursday, 8:30-9:30 p.m. NYT period, co-stars Richard Chamberlain in the title role and Raymond Massey as Dr. Gillespie. The program began on NBC-TV Sept. 28, 1961.

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NBC COLOR TELEVISION NEWS

March 12, 1962

MRS. JACQUELINE KENNEDY'S INDIA-PAKISTAN TOUR
WILL BE COVERED IN NBC NEWS FULL-HOUR
COLOR TV SPECIAL SUNDAY, APRIL 1

Mrs. Jacqueline Kennedy's tour of India and Pakistan will be covered in a special full-hour program in color on the NBC-TV Network Sunday, April 1 (6:30-7:30 p.m. EST). The program is titled "Jacqueline Kennedy's Journey."

Mrs. Kennedy is accompanied on her semi-official goodwill tour by NBC News' White House correspondent Sander Vanocur, who will be narrator-reporter on the special program. The First Lady's activities are being covered in detail by two separate NBC color-film crews.

Mrs. Kennedy was scheduled to arrive at Palam Airport in New Delhi today (March 12). She was to be met by government officials and was to spend the next three days in the Indian capital. On March 15, she will go to the city of Agra, where she will see the Taj Mahal by moonlight.

Mrs. Kennedy will spend the next two days in Udaipur, visiting historical sites and cruising by house-boat on the lakes of the area. On March 18, she will move on to Jaipur, where she will visit the city's ancient fort and its maharaja palaces.

Mrs. Kennedy will return to New Delhi on March 20 and the following day will fly to Lahore in Pakistan. In Lahore, she will attend a horse show at which Pakistani cavalrymen display their

(more)

prowess at "tent-pegging" -- cutting tent-pegs with their lances while riding by at full speed.

On March 23, she will travel to the new capital city of Rawalpindi and on March 24 to Peshawar, near the Khyber Pass and in the region made famous by Rudyard Kipling. She will arrive in the former capital of Karachi on March 25 and on the following day will board her plane for the return to the United States.

The special NBC News program will be produced by Robert Priaulx. The cameramen filming the tour are Leroy Anderson and Robert Donoghue.

Another special program on the First Lady, "The World of Jacqueline Kennedy," previously announced for presentation on NBC-TV Sunday, March 25 (9-10 p.m. EST), has been postponed to provide for the addition of later material. A new date will be announced.

The April 1 news special, "Jacqueline Kennedy's Journey," will pre-empt "1,2,3--Go!" (6:30-7 p.m. EST) and "Bullwinkle" (7-7:30 p.m. EST).

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NBC-New York, 3/12/62

NBC COLOR TELEVISION NEWS

March 12, 1962

CORRECTION ON NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR APRIL

Sunday, April 1

6:30-7:30 p.m.	Add:	NBC News special covering Mrs. Jacqueline Kennedy's tour of India and Pakistan. The 7-7:30 p.m. portion of this program pre-empts "Bullwinkle" on this date.

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

March 13, 1962

LIGGETT AND MYERS ORDERS MORE THAN $2,000,000 PARTICIPATIONS IN 'TONIGHT SHOW, STARRING JOHNNY CARSON'

Liggett and Myers Tobacco Company has placed an order of more than $2,000,000 for participations in NBC-TV's "Tonight Show, Starring Johnny Carson" (Monday-through-Friday color broadcasts, 11:15 p.m.-1 a.m. NYT), it was announced today by William Storke, Director of Sales, NBC-TV Participating Programs.

Storke said that Liggett and Myers also had purchased additional sponsorship in the "Tonight" show between March 30, when Jack Paar leaves the program, and Oct. 8, when Carson begins as host and star of the program. From April 2 to Oct. 5, major showbusiness personalities will act as hosts. Those already announced include Art Linkletter, Joey Bishop, Robert Cummings, Merv Griffin, Pat Boone, Mort Sahl, and Steve Lawrence with Eydie Gorme. Hugh Downs will continue as the program's announcer.

Storke said that L & M placed its order just hours after it became known that an availability for a tobacco sponsor existed in the program. The order for Liggett and Myers was placed through the J. Walter Thompson Company.

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March 13, 1962

PUREX TO SPONSOR FIRST REPEAT OF 'PROJECT 20' PRODUCTION
OF 'THE REAL WEST' ON NBC-TV NETWORK SUNDAY, MARCH 25
- - -
Program Replaces Postponed 'World of Jacqueline Kennedy'

The Purex Corporation will sponsor the first repeat showing of the "Project 20" production of "The Real West" on NBC-TV Sunday, March 25 (9-10 p.m. EST), in place of "The World of Jacqueline Kennedy," previously scheduled. The latter program has been postponed to provide for addition of later material, and a new date will be announced.

As on-camera storyteller, the late Gary Cooper turned in what was to be his last public performance in "The Real West," first broadcast March 29, 1961. Donald B. Hyatt was producer-director. Philip Reisman Jr. wrote the script, and Robert Russell Bennett the orchestral score.

"With Phil Reisman's words in his mouth, Gary Cooper deflated Hollywood's phony West," one critic wrote. "Cooper's voice fitted around Reisman's words the way bowlegs fit around the belly of a bronco," said another.

The program authentically portrays the American West of 1848-1900 through the "Project 20" still-pictures-in-action technique, bringing to life hundreds of rare period photographs and prints from government archives and from private hands.

(more)

Destined to become one of TV's all-time classics, "The Real West" has won many awards in the past year. It won the 1961 Prix Italia as the world's best television documentary of the year. It was the sole representative of U. S. network television in that competition, the top winner among entries from 16 countries, the first U. S. entry ever to win the chief award, and, as a result of taking the Grand Prize, has been shown in virtually every country of Europe and in Japan.

The program also was named winner of the Western Heritage Award as "the outstanding factual television program of 1961."

Its hauntingly nostalgic main theme is an original tune in the Western style by Robert Russell Bennett, whose orchestral score also quotes some of the well-known songs of the West, including "Red River Valley" and "The Old Chisholm Trail."

Structurally, "The Real West" consists of five segments: The Way West, The Gold Seekers, The Herdsmen and the Leather-Slappers, The Civilizers, and The Indians.

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NBC-New York, 3/13/62

March 13, 1962

ONE-MINUTE MOGEN DAVID WINE COMMERCIAL TAKES
FORM OF AN ART EXHIBIT ON 'JACK PAAR SHOW'

One of the most unusual commercials ever offered on NBC-TV's "Jack Paar Show" color broadcasts will be presented Thursday, March 22, when the Mogen David Wine Corporation will present, in lieu of its regular commercial, a one-minute art show consisting of three paintings by Israeli artist Tamir.

The "commercial" is the idea of Henry Markus, President of the Mogen David Wine Corporation, designed as a public service -- Mogen David's contribution to public enjoyment of "the enduring aspects of our civilization."

According to Mr. Markus, the Paar program was chosen as the showcase for the paintings since "it's an alert, lively show on which most anything may be discussed. After much consideration, we decided that only Paar offered the contemporary atmosphere that would foster an appreciation and understanding of what we are trying to do."

The trio of oil paintings depicts the story of wine through the ages. The first shows Noah and his three sons with what may have been history's first glass of wine. The second painting is of the Greek god Bacchus, who symbolized the enjoyment of wine in ancient Greece. The third depicts the place of wine in today's living.

(more)

The Mogen David firm is planning additional one-minute art exhibits for television.

The artist, Moshe Tamir, a native of Israel, has studied in Jerusalem, at the Academia di Belle Arti in Rome and at the Academie des Beaux Arts in Paris. Recently, he was selected as one of the top 20 young artists in Paris by the Museum of Modern Art. One of his paintings is owned by the Queen Mother of Belgium and a number of American art patrons boast Tamir paintings in their collections.

Agency for Mogen David is Edward H. Weiss & Company.

("The Jack Paar Show" is broadcast in color on NBC-TV Mondays through Fridays, 11:15 p.m.-1 a.m. EST).

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NBC-New York, 3/13/62

THE NATIONAL BROADCASTING COMPANY
ockefeller Plaza, New York 20, N. Y.

March 13, 1962

NBC-TV AND RADIO TO BROADCAST PRESIDENT'S NEWS CONFERENCE

President Kennedy's news conference will be recorded and broadcast Wednesday, March 14 on the NBC-TV Network at 5 p.m. EST and on the NBC Radio Network at 4:15 p.m. EST.

* * *

PRESIDENT'S CALIFORNIA ADDRESS ON NBC RADIO

An address by President Kennedy on "The Role of the Intellectual in Education," to be delivered Friday, March 23 at the University of California in Berkeley, will be recorded and broadcast on the NBC Radio Network (including WNBC) the same day at 8:05 p.m. EST.

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NBC'S WILLIAM K. McDANIEL HEADS TV-RADIO AND ENTERTAINMENT DIVISION OF 1962 RED CROSS DRIVE IN GREATER NEW YORK

William K. McDaniel, Executive Vice President, NBC Radio Network, has been named Chairman of the TV-Radio and Entertainment Division for the 1962 Red Cross drive in Greater New York starting this month (designated as Red Cross Month).

"This organization," Mr. McDaniel said, "which last year provided personal assistance to 55,000 servicemen, veterans and their families in metropolitan New York, plus many thousands more throughout the U. S. and around the world, and freely provides assistance wherever disaster strikes, certainly deserves our wholehearted support."

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March 13, 1962

CAST AND CREDITS FOR NBC OPERA COMPANY'S REPEAT COLOR BROADCAST OF "CAVALLERIA RUSTICANA"

PROGRAM AND TIME: Repeat color broadcast of NBC Opera Company's production of Pietro Mascagni's "Cavalleria Rusticana," in English Sunday, March 25 on NBC-TV Network (3:30-4:40 p.m. EST).

CAST

Santuzza.....Virginia Copeland

Turiddu.....David Poleri

Alfio.....Chester Ludgin

Lola.....Jan McArt

Mamma Lucia.....Anna Carnevale

CONDUCTOR.....PETER HERMAN ADLER

CREDITS

Producer:	Samuel Chotzinoff
Music and Artistic Director:	Peter Herman Adler
Director:	Kirk Browning
English Version by	Joseph Machlis
Designer:	Ed Wittstein
Associate Director:	Jean-Claude Schwartz

(more)

Original broadcast date: Jan. 31, 1960

Origination: On color tape

NBC Press Representative: Leonard Meyers (New York)

STORYLINE

The action takes place in the town square on Easter Sunday. Santuzza and Mamma Lucia enter. Turiddu is the lover of Santuzza, and she believes he has discarded her for Lola; she has seen him near the young woman's house. The carter Alfio, Lola's husband, appears and also says that he has seen Turiddu, but thinks nothing wrong of it. After Alfio leaves, Santuzza tells of her wrongs. Turiddu loved Lola, but after his service in the army found her married to Alfio. He then courted Santuzza, but is now turning back to his former love.

Santuzza awaits Turiddu, who, however, treats her coldly and drives her to despair by leaving her and entering the church after Lola. Santuzza in bitterness tells Alfio of the unfaithfulness of his wife Lola. Turiddu is challenged by Alfio to a duel with knives. Promising to follow Alfio, he bids farewell to his mother, and asks her to care for the unhappy Santuzza. After a short pause, a woman rushes in and says that Alfio has killed Turiddu.

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NBC-New York, 3/13/62

MONITOR
THE NBC WEEK-END RADIO SERVICE

March 13, 1962

BILL HAYES NOW A SUNDAY AFTERNOON HOST
ON NBC RADIO NETWORK'S "MONITOR 62"

Bill Hayes becomes a "Monitor 62" host Sunday, March 18. The singer-actor adds NBC Radio's Sunday afternoon (3-6 p.m. EST) segment to a list of credits that encompasses TV, stage, nightclubs and phonograph records. He replaces Hal March in the "Monitor" slot.

Hayes comes to "Monitor" fresh from the leading role in "Bye Bye Birdie," having toured with the hit musical for one year. He reached Broadway stardom in "Me and Juliet" (1953).

The Bill Hayes TV career goes back to 1949, when he appeared with the comedy team of Olsen and Johnson on NBC in several shows sponsored by Buick. He spent three years with Sid Caesar and Imogene Coca on NBC's "Your Show of Shows" as a featured singer, and shared host's duties with Florence Henderson in 1959 on "The Oldsmobile Theatre," also on NBC. In addition to regular assignments, Hayes has made more than 50 guest appearances on NBC-TV programs.

His recording of "The Ballad of Davy Crockett" in 1958 sold over two million copies. Another top-seller was "Wringle-Wrangle." Among his albums are "Jimmy Crack Corn," a collection of folk songs, and a group of Walt Disney song hits.

(more)

The singer-actor launched his nightclub career in 1958, and has appeared at the Blue Angel and St. Regis in New York, the Fontainebleau in Miami Beach, and the Beverly Hills Country Club in Cincinnati, among others.

Bill Hayes was born on June 5, 1925, in Harvey, Ill. He is a graduate of DePauw University and has an M.A. in music from Northwestern University. He received additional musical training at Christiansen Choral School, Chambersburg, Pa.; Fred Waring's Workshop, Shawnee-on-Delaware, Pa. and Roosevelt College, Chicago.

He is married to the former Mary Hobbs. They live in Garden City, N. Y., with their five children: Carrie, 14; Billy, 12; Cathy, 11; Tommy, 8, and Margaret, 6.

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NBC-New York, 3/13/62

JACK TRACY
ROOM 320

NBC TRADE NEWS

March 14, 1962

QUESTION: 'CAR 54, WHERE ARE YOU?'
ANSWER: ON NBC-TV SUNDAY NIGHTS,
RENEWED BY P&G FOR NEXT SEASON

"Car 54, Where Are You?" -- NBC-TV's successful comedy series about two improbable New York City policemen -- has been renewed for next season in its current Sunday time period (8:30-9 p.m. NYT) and will again be sponsored by Procter & Gamble Company, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Fred Gwynne as officer Muldoon and Joe E. Ross as officer Toody, are co-stars of "Car 54, Where Are You?" The program was created and is produced by Nat Hiken.

The Procter & Gamble order was placed through Leo Burnett Company, Inc.

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March 14, 1962

LIONEL AND REMCO RENEW FULL SPONSORSHIP OF NBC-TV COVERAGE
OF MACY'S THANKSGIVING DAY PARADE AND CIRCUS

Eight months in advance of presentation, Lionel Corporation and Remco Industries Inc. have renewed complete sponsorship of NBC-TV's coverage of the 1962 Macy's Thanksgiving Day Parade and Circus Thursday, Nov. 22 (10 a.m.-12 noon EST), it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

"The renewal purchases by Lionel and Remco are indicative of the volume of toy advertising currently being contracted with NBC. Although the consumer buying period is several months away, NBC-TV Daytime Sales has received -- in an unprecedented number -- orders from numerous toy and sporting goods manufacturers for sponsorship of daytime programs," Mr. Hergen said.

The Lionel order was placed through Grey Advertising Inc., and the Remco order through Webb Associates, Inc.

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March 14, 1962

NATIONAL BISCUIT, A CURRENT 'WAGON TRAIN' ADVERTISER, WILL CONTINUE SAME NBC-TV WEDNESDAY TIME-PERIOD SPONSORSHIP NEXT SEASON THROUGH BUY INTO COLOR BROADCASTS OF 'THE VIRGINIAN''

National Biscuit Company, a current sponsor of NBC-TV's "Wagon Train," will continue in its same time period in NBC-TV's Wednesday evening program schedule next season, having purchased sponsorship in "The Virginian," the new 90-minute weekly color series which replaces "Wagon Train" in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Miles Laboratories has also purchased sponsorship in "The Virginian," as previously announced.

"The Virginian," to be broadcast Wednesdays, 7:30-9 p.m. NYT -- acquiring the "Wagon Train" 7:30-8:30 p.m. NYT time-period -- will have seven continuing roles, as well as a top-name guest-star policy. Filming is planned to start April 19.

Suggested by stories from Owen Wister's classic American Western novel, "The Virginian" will be produced by Revue Productions in association with the NBC Television Network. Richard Irving, Executive Vice President of Revue, will serve as executive producer of the series. Charles Marquis Warren, former producer-director of "Gunsmoke" and creator-producer of "Rawhide," will be producer of "The Virginian."

The National Biscuit Company order was placed through McCann-Erickson Inc.

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March 14, 1962

NBC-TV'S "BOB HOPE SHOW" THURSDAY, MARCH 22, IS COMPLETELY SOLD WITH ONE-HALF SPONSORSHIP PURCHASE BY BEECH-NUT LIFE SAVERS

Purchase of one-half sponsorship by Beech-Nut Life Savers Inc. represents a complete sellout for NBC-TV's "Bob Hope Show," Thursday, March 22 (8:30-9:30 p.m. EST), it was announced today by John M. Otter, Director, Special Program Sales, NBC Television Network. As previously announced, Timex Corp. has purchased one-half sponsorship of this program.

Bob Hope's three previous programs, Dec. 13, Jan. 22 and Feb. 27, have been this season's highest-rated entertainment specials.

Guests for the season's fourth "Bob Hope Show" comedy special will include Oscar nominees Piper Laurie and Maximilian Schell, making their first excursions into television comedy; Fabian, 19-year-old singing star and actor; David Rose and his orchestra, and special guest star Ethel Merman, making her first television appearance in two years.

The Beech-Nut order was placed through Young & Rubicam Inc.

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A NARROW ESCAPE FOR NBC NEWSMAN PAUL DAVIS IN ORAN

NBC News correspondent Paul Davis in Oran escaped possible death or injury today (Wednesday, March 14) when he heeded an anonymous telephone warning that the studio from which he was scheduled to broadcast would be bombed.

Davis, although he has a conspicuous record for courage in his coverage of the Algerian rebellion and was wounded in a battle last July 20, believed the tip was reliable and stayed away. The information proved correct. The studio was wrecked by a bomb a few minutes after Davis was due there to report over a radio circuit to New York. No one was injured in the explosion.

Davis told of his narrow escape in a telephone call to NBC News, New York. The story was carried on the 10 a.m. (EST) "NBC News-on-the-Hour" broadcast on NBC Radio, along with Davis' report on other developments in the fighting in Algeria.

While covering the battle at the Bizerte air and naval base in Tunisia last July, Davis was struck in the right elbow by a stray bullet. The bullet was removed at Saadika Hospital in Tunis and Davis received further treatment in Paris.

On many occasions, Davis has been the only correspondent to enter Moslem areas, an act which has placed him in danger from both sides in the rebellion.

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NBC-New York, 3/14/62

NBC'S DONALD HYATT IS SALUTED IN MAGAZINE ARTICLE

"On any given list of the best TV shows from the current season, chances are that many, if not most, will have been produced by a tweedy, pipe-smoking ex-ski instructor named Donald Hyatt," says Playboy Magazine in its April issue.

An article about Hyatt, Director of NBC Special Projects and producer-director of "Project 20," notes that he has "prospered by ignoring every accepted formula for success" in television.

It quotes him as saying: "Too many people draw an iron curtain between informational and entertainment programming. We've tried to blend the best ingredients into a new kind of program."

The article says that "he has done exactly that." And it adds, "Combining the techniques of live TV, video tape and film with an original process of still-picture animation which imbues vintage photographs with lifelike movement, Hyatt and his 20-man staff have quietly amassed laurels and ratings..."

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NBC-New York, 3/14/62

ART JAMES TO PORTRAY 'MR. ROBERTS' AT PINEHURST PLAYHOUSE

Art James, host of NBC-TV's "Say When" game show, will play the title role in the play "Mr. Roberts" at the Pinehurst (N.C.) Playhouse from March 27 to April 1.

James will be in Pinehurst two weeks, with rehearsals starting March 20. He also plans to visit the Pinehurst golf course and "whittle a few strokes off my regular score in the low 90s."

Before his departure, James will tape ahead the "Say When" shows for March 19-27 and Wayne Howell, announcer on the program, will be the emcee for the March 28-April 2 shows. ("Say When" is broadcast Mondays through Fridays, 10 to 10:30 a.m. EST).

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NBC-New York, 3/14/62

CREDITS FOR 'COPS AND ROBBERS,' AN NBC-TV 'PROJECT 20' PROGRAM ON 'DU PONT SHOW OF THE WEEK' SUNDAY, MARCH 18 (10-11 P.M. EST)

Narrator:	Edward G. Robinson (on-camera and off)
Producer-Director:	Donald B. Hyatt
Writer:	Philip Reisman Jr.
Music Composed and Conducted by	Robert Russell Bennett
Chief of Picture and Film Research:	Daniel W. Jones
Associate Producer:	Robert Garthwaite
Description:	The dramatic story of crime in America from colonial days to the present, using still-pictures-in-action and archive film footage, all of it contemporary to its period.
Theme:	Roughly chronological in treatment, the program has a four-pronged theme:

1. The conflict between the forces of law and lawlessness has been a never-ending war since the founding of our country.

2. Crime, whether we like it or not, is part of our culture...with roots and traditions which form a recognizable pattern down through the years.

3. We, the public, are not, and have never been, merely non-combatant onlookers. We are both the law-makers and the law-breakers. We, through our attitudes and our actions, shape the face of crime.

4. In the perpetual game of cops and robbers, we could be losing.

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NBC-New York, 3/14/62

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

March 15, 1962

SIX ADVERTISERS--MAKERS OF TOYS AND SPORTING GOODS--
BUY INTO NBC-TV NETWORK'S SATURDAY MORNING SCHEDULE
DURING THE PRE-CHRISTMAS MONTHS OF NEXT SEASON

Six national advertisers, manufacturers of toys and sporting goods, have placed orders in NBC-TV's Saturday morning schedule during the pre-Christmas months next season, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Firms placing orders are: American Character Doll Co. through Madison Square Advertising Agency; Horsman Dolls Inc. through Lavenson Bureau of Advertising Inc.; Hassenfeld Bros. Inc. through Bo Bernstein & Co. Inc.; Wham-O Manufacturing Co. through Marlin Advertising Agency; Louis Marx & Co. Inc. through Ted Bates & Co., and Remco Industries Inc. through Webb Associates Inc.

As previously announced, Lionel Corp. and Remco Industries have purchased sponsorship of NBC-TV's coverage of "Macy's Thanksgiving Day Parade and Circus" Thursday, Nov. 22, 10 a.m.-12 noon NYT.

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NBC COLOR TELEVISION NEWS

March 15, 1962

THREE NBC NEWS COLOR SPECIALS PRODUCED BY LOU HAZAM SELECTED BY EDUCATIONAL FILM LIBRARY ASSOCIATION AS ENTRIES FOR AWARDS AT FOURTH AMERICAN FILM FESTIVAL

Three NBC News television specials produced by Lou Hazam have been selected by the Educational Film Library Association to compete for awards at the Fourth American Film Festival in New York on April 27.

The programs, all in color, are "Japan: East Is West," "Vincent Van Gogh: A Self Portrait," and "Way of the Cross."

The most recent, "Japan: East is West," was broadcast Dec. 4, 1961. The program was filmed in Japan and showed how Western influence was altering standards of living in Japan.

"Vincent Van Gogh: A Self Portrait," highly praised by television critics, was broadcast Nov. 17, 1961. The documentary told the tragic story of Van Gogh's life through many of his most famous paintings.

"Way of the Cross" was first broadcast April 16, 1960 and repeated last year. The program utilized a camera as the "eye" of Jesus in tracing His early life and final walk to Calvary.

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March 15, 1962

'GENEVA: ACT ONE'

- - -

NBC News' Full-Hour TV Special to Cover Foreign Ministers' Meeting and First Days of Disarmament Conference

The meeting of the U. S., British and Soviet foreign ministers and the first days of the 17-nation disarmament conference in Geneva will be covered by NBC News in a special full-hour NBC-TV program, "Geneva: Act One," Sunday, March 18 (5-6 p.m. EST).

The program will present taped coverage of the opening session of the United Nations-sponsored conference, showing the arrival of Secretary of State Dean Rusk, British Foreign Secretary Lord Home and Soviet Foreign Minister Andrei A. Gromyko, with their delegations; the arrival of the delegates from the other 14 nations, and the welcoming address by Omar Loutfi of the United Arab Republic, speaking in behalf of UN Acting Secretary General U. Thant.

John Chancellor, former NBC News' Moscow correspondent who is now host of the "Today" show, will be anchorman of the program, which will be produced by Robert Northshield, "Today" producer, and directed by Charles Jones of NBC News Washington.

The coverage will include interviews with Ambassador Arthur H. Dean of the U. S. delegation by NBC News' State Department correspondent Elie Abel, and with Defense Minister Jaja Wachuku of Nigeria, head of the Nigerian delegation, by former Congo correspondent George Clay, who is temporarily based in New York. A film report by roving European correspondent Bernard Frizell will cover the French-Algerian cease-fire negotiations at nearby Evian.

(more)

Six NBC News correspondents will take part in two round-table discussions, one covering the meeting of the U. S., British and Soviet foreign ministers March 10-13, and the other dealing with the disarmament conference which opened March 14. Those who will evaluate developments are senior European correspondent Joseph C. Harsch, Berlin correspondent Piers Anderton, Moscow correspondent Frank Bourgholtzer, Abel, Frizell and Chancellor.

Correspondent Robert Kroon in Geneva will report on this city as a traditional setting for peace conferences.

The coverage will be taped in Geneva and flown to New York for broadcast March 18. Chancellor, who will return to New York for the air date, will give a brief live summation of late developments.

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NBC-New York, 3/15/62

March 16, 1962

PARTICIPATIONS IN 9 CURRENT NBC-TV NIGHTTIME SHOWS ANNOUNCED

Participation in nine programs on this season's NBC-TV nighttime schedule has been purchased by two national advertisers, with sponsorship beginning April 2, was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Singer Sewing Machine Co. bought sponsorship in "Thriller," "87th Precinct," "National Velvet," "Dick Powell Show," "Laramie" (color) and "David Brinkley's Journal" (color). The Quaker Oats Co. also purchased sponsorship in "National Velvet" and "Laramie" (color) and bought participations in "Chet Huntley Reporting," "Saturday Night at the Movies" and "International Showtime."

The Singer order was placed through Young & Rubicam, Inc., the Quaker Oats order through J. Walter Thompson Co.

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I THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

MARTIN AGRONSKY OF NBC NEWS WINS ALFRED I. duPONT COMMENTATOR AWARD
- - -
NBC Affiliate KING-TV (Seattle) Given a duPont Station Award

FOR RELEASE MONDAY A.M., MARCH 19

NBC News correspondent Martin Agronsky has won the Alfred I. duPont Commentator Award for 1961 and NBC affiliate KING-TV in Seattle, Wash., has won a duPont Station Award for 1961.

Fred C. Cole, chairman of the Awards Committee and president of Washington and Lee University, which administers the awards, will present the awards at a dinner at the Mayflower Hotel in Washington, D. C., Monday, March 26. The event will mark the 20th year that the Alfred I. duPont Awards Foundation has recognized members of American broadcasting for excellence in serving the public interest.

Mr. Agronsky, a member of NBC News' Washington staff, appears regularly on NBC-TV's "Today" show and also reports on NBC Radio's "News on the Hour" and "Emphasis." He was cited for "consistent adherence to the best traditions of responsibility and integrity in the gathering, analysis and interpretation of news over many years and often in the face of obstacles and at personal sacrifice."

He was especially commended for "the competence and stamina of his coverage of the entire Eichmann trial during 1961, an accomplishment that has enhanced the respect in which he is held." Mr. Agronsky's reports on the historic trial were heard on the above programs and also on NBC News television specials based on the trial.

(more)

Station KING-TV was cited for "a consistent policy of responsibility toward community needs and interests, for initiative in preparing programs reflecting thoughtful awareness of the public interest and its own role in community life, and for encouraging local talent and self-expression."

The 1961 awards committee, in addition to Mr. Cole, includes Turner Catledge, managing editor of the New York Times; Lawrence Laurent, radio-television critic and columnist for the Washington Post; Clifford Durr, former member of the Federal Communications Commission, and Dr. Francis P. Gaines, who was chairman of the awards committee for 17 years before his retirement as president of Washington and Lee University in 1959.

NBC News commentators who have won duPont Awards in recent years include David Brinkley (1958), Clifton Utley (1957), Chet Huntley (1956) and Pauline Frederick (1953).

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NBC-New York, 3/16/62

NBC NEWS SCORES WITH FIRST ANNOUNCEMENT (BY PETER HACKES)
OF MAJOR SLAYTON BEING WITHDRAWN FROM NEXT ORBIT FLIGHT

NBC News scored with a major "first" in its announcement by Pentagon correspondent Peter Hackes yesterday (Thursday, March 15) that Maj. Donald K. Slayton of the Air Force has been withdrawn from the next orbital flight because of heart palpitations.

The report, which Hackes said was unconfirmed, was carried at 4:55 p.m. EST on the "NBC News Afternoon Report" on the NBC-TV Network and at 5 p.m. EST on the "News-on-the-Hour" broadcast on the NBC Radio Network. It was confirmed two-and-one-half hours later by the National Aeronautics and Space Administration.

Hackes said Lt. Comdr. M. Scott Carpenter of the Navy was designated as Slayton's substitute for the three-orbit flight scheduled for early May, which the NASA announcement also confirmed.

Pentagon correspondent for the past eight years, longer than any other network correspondent, Hackes has taken part in the NBC News coverage of most of the U. S. space effort, including the flights of astronauts Alan B. Shepard Jr. and John H. Glenn Jr.

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NBC-New York, 3/16/62

A FILM CREDIT FOR 'SING ALONG' WRITER GORDON COTLER

When the motion picture comedy "The Horizontal Lieutenant," starring Jim Hutton, Paula Prentiss and Jack Carter, opens in New York next month, the cast of NBC-TV's "Sing Along with Mitch" color broadcasts (Thursdays, 10-11 p.m. EST) will have a special rooting interest in the reviews.

The film is based on "The Bottletop Affair," novel by Gordon Cotler, writer of the "Sing Along" series. With producer Bill Hobin, he is also responsible for thinking up the ideas for production numbers on the show. Cotler is also the author of "The Cypher," (published under the nom de plume of Alex Gordon).

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NBC-New York, 3/16/62

March 16, 1962

IT'S MORE THAN OCCIDENTAL THAT BOB HOPE AND HIS NOTED GUESTS ORIENT THEMSELVES TO AN NBC-TV HOUR OF MUSIC AND MERRIMENT

East (the Orient) meets West (the U.S.) and Broadway meets Hollywood in spoofs of showbusiness on "The Bob Hope Show" Thursday, March 22 (NBC-TV, 8:30-9:30 p.m. EST). Guests, as announced, include Maximilian Schell, Piper Laurie, Fabian and special guest star Ethel Merman.

The full-hour comedy special, sponsored by Timex Corp. and Beech-Nut Life Savers Inc., features a timely monologue by Hope, and comedy sketches ranging from a mixed-up Japanese romance to an easy course in method acting, with songs by Miss Merman and Fabian. David Rose and his orchestra will supply the musical background.

In a satiric sketch, "Call Me Butterfly," celebrated American actress Marsha Bellnote (Miss Merman) calls on a rather unusual Japanese potentate (Hope) with intentions of renting his palatial home while she is making a movie in Japan.

Miss Merman returns to sing a medley of "smile" songs and "There's No Business like Show Business," which she introduced in the Broadway production of Irving Berlin's "Annie Get Your Gun."

Fabian, 19-year-old singing star, gets some sage advice about his new acting career, and, in a solo spot, sings "Kansas City."

Oscar nominees Schell (for "Judgment at Nuremberg") and Miss Laurie (for "The Hustler") take some light-hearted ribbing from Oscar-winning Hope about their "serious" acting. Later, in a typical New York actors laboratory setting, they explore the "method."

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CREDITS FOR 'THE BOB HOPE SHOW' ON NBC-TV THURSDAY, MARCH 22

Program:	"The Bob Hope Show," Bob Hope's fourth comedy special of the 1961-62 season.
Date and time:	NBC-TV Network, Thursday, March 22, 8:30-9:30 p.m. EST (pre-empts "Dr. Kildare" this date only.)
Starring:	Bob Hope, with Maximilian Schell, Piper Laurie, Fabian and David Rose and his orchestra
Special guest:	Ethel Merman
Produced by	Jack Hope
Directed by	Jack Shea
Written by	Mort Lachman and Bill Larking; Lester White and John Rapp; Charles Lee.
Consultant:	Norman Sullivan
Additional material by	Gig Henry
Associate producer:	Sil Caranchini
Art director:	E. Jay Krause
Costumes by	Kate Drain Lawson
Makeup:	J. Manning Smith
Associate director:	Clay Daniel
Lighting:	Bud Wilkins
Audio:	John Pawlek
Video:	Les Shaw
Assistant to the producer:	Onnie Morrow
Sponsors (and agencies):	Timex Corp. (Warwick & Legler) and Beech-Nut Life Savers Inc. (Young & Rubicam Inc.)
Origination:	NBC Studios, Burbank, Calif.
NBC press representatives:	Bill Faith, Burbank; Al Cammann, New York.

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NBC-New York, 3/16/62

JIM LUCAS (OF "CONCENTRATION") TO EMCEE THE JUDGING FOR NEWSPAPER GUILD'S "MISS PAGE ONE QUEEN" IN N.Y.

Jim Lucas, announcer of NBC-TV's "Concentration" series (Monday through Friday, 11:30 a.m. EST), will be the emcee for the final judging in the Miss Page One Queen competition at the Newspaper Guild Headquarters in New York Thursday, March 22.

NBC-New York, 3/16/62

JACK TRACY
ROOM 320

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NBC TRADE NEWS

March 19, 1962

CHRYSLER WILL SPONSOR NBC-TV SONG-AND-DANCE COLOR SPECIAL
STARRING ANDY WILLIAMS AS HOST WITH ANDY GRIFFITH,
ANN-MARGRET AND DICK VAN DYKE AS GUEST STARS

"The Andy Williams Show," a full-hour color special of song and dance starring the young TV, nightclub and recording star as host, will be presented on NBC-TV Friday, May 4 (9:30-10:30 p.m. EDT).

Guest stars already signed for the program, which will accent today's new personalities, include Andy Griffith, Ann-Margret and Dick Van Dyke.

"The Andy Williams Show," which will originate from NBC-TV's Burbank, Calif., studios, will be written, directed and produced by Alan (Bud) Yorkin and Norman Lear, whose Tandem Productions is packaging the show. It is the sixth and final special program to be sponsored by Chrysler Corporation on NBC-TV this season. As previously announced, the fifth show in the series will be "Rainbow of Stars" an NBC-TV color broadcast Tuesday, April 17 (9-10 p.m. EST).

Williams will be host and star of his own full-hour weekly color musical series on NBC-TV next season starting Thursday, Sept. 27 (10-11 p.m. NYT). He is best known as a singer in the nation's top night-clubs, as a frequent guest star on major TV shows and for his hit records.

(more)

Griffith and Van Dyke play title roles in their respective weekly television comedy shows. Griffith starred in "No Time for Sergeants," first on TV, then on Broadway and later in the movie version. Van Dyke was acclaimed for his role in the Broadway musical, "Bye Bye Birdie."

Ann-Margret, who was discovered by George Burns during his Las Vegas show, is an RCA Victor recording star and 20th Century-Fox film actress. She made her TV debut as a guest on Jack Benny's show last year and has appeared in two motion pictures, "Pocketful of Miracles" and "State Fair."

Yorkin and Lear, who will be executive producers of the Andy Williams series next season, each have many TV credits. Yorkin won many major awards as producer-director of Fred Astaire's special NBC-TV shows in 1958 and 1959. He also has been associated with other hit programs including "The Martin and Lewis Show," "The Abbott and Costello Show" and "The George Gobel Show." Lear was co-creator of NBC's "The Deputy" series and writer-director of many of TV's popular programs, including "The Martin and Lewis Show" and "The George Gobel Show." Yorkin and Lear will co-produce the film, "Come Blow Your Horn," starring Frank Sinatra, next Fall.

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NBC-New York, 3/19/62

March 19, 1962

PROCTER & GAMBLE BUYS SPONSORSHIP IN SIX CURRENT NIGHTTIME SHOWS ON NBC-TV NETWORK

Procter & Gamble Company has purchased sponsorship in six current NBC-TV nighttime programs, with participations to begin April 6, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Procter & Gamble purchased sponsorship in "Chet Huntley Reporting," "87th Precinct," "Outlaws," "Robert Taylor's Detectives," "International Showtime" and "Saturday Night at the Movies."

The Procter & Gamble order was placed through Benton and Bowles Inc.

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JAMES KITCHELL OF NBC NEWS TO ADDRESS 3 SEMINARS

James Kitchell of NBC News will address communications and journalism seminars at three universities this month and next. Kitchell, director of the "Huntley-Brinkley Report" and "Chet Huntley Reporting" since their inception in 1954, also was director of the TV and radio pool for Alan B. Shepard Jr.'s sub-orbital flight, and was associate producer and director at Cape Canaveral for Virgil Grissom's sub-orbital flight and John H. Glenn Jr.'s orbital flight.

On March 23, Kitchell will address a luncheon meeting of the Mass Communications Faculty Seminar at Columbia University in New York. He will speak March 26 at a seminar at the University of Indiana's School of Journalism, in Bloomington. On April 27 he will address the Miami Conference on Communications Arts at the University of Miami in Coral Gables, Fla.

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NBC-New York, 3/19/62

NBC COLOR TELEVISION NEWS

March 19, 1962

'KRAFT MUSIC HALL PRESENTS THE AMERICAN LANDSCAPE'

- - -

Burgess Meredith Heads Notable Cast for Full-Hour Color Special of Folk Music and Folklore

Burgess Meredith will be host and narrator when "Kraft Music Hall Presents the American Landscape" -- a full-hour color special of folk music and folklore on NBC-TV Wednesday, April 11 (9-10 p.m. EST). The program previously listed as "Folk Music Hall," will be produced by Perry Como's Roncom Productions Inc. It will pre-empt "Perry Como's Kraft Music Hall."

Guest stars on the full-hour program will include Phil Harris, Chuck ("The Rifleman") Connors, Broadway musical stars Barbara Cook and Peter Palmer, and Pulitzer Prize-winning novelist MacKinley Kantor. The cast also will include the Peter Gennaro dancers, Ray Charles singers and the Mitchell Ayres orchestra, all regulars of the Como series.

The color special, which George Charles created and will produce for Roncom, will touch upon "six aspects of the folk idiom" -- love songs, humor, poetry, art, country music and Western music. Al DeCaprio will direct.

Kraft Foods Division of National Dairy Products Corporation (through the J. Walter Thompson Company) will sponsor "Folk Music Hall," which will originate from NBC-TV's Ziegfeld Theatre, New York. Goodman Ace and his staff -- Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth -- will write the script.

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AC SPARK PLUG RENEWS SPONSORSHIP IN 'LARAMIE'

AC Spark Plug Division of General Motors Corporation has renewed sponsorship in next season's "Laramie" color series on NBC-TV, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

As previously announced, Brown & Williamson Tobacco Corporation also has purchased sponsorship in next season's "Laramie," which will continue in its current Tuesday time period (7:30 to 8:30 p.m. NYT).

"Laramie," which will begin its fourth season in the Fall, stars Robert Fuller, John Smith, Spring Byington and Dennis Holmes. The series centers around the action at the Sherman ranch, a stageline way station near Laramie, Wyo., during the pioneer days of the West.

The AC Spark Plug order was placed through D. P. Brother & Co., Inc.

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NBC-New York, 3/20/62

AMERICAN HOME PRODUCTS WILL BE ALTERNATE-WEEK SPONSOR OF NBC-TV'S "ANDY WILLIAMS SHOW" COLOR SERIES NEXT SEASON

American Home Products Corporation has purchased alternate-week sponsorship in NBC-TV's "The Andy Williams Show," a full-hour weekly musical program in color next season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"The Andy Williams Show" will be broadcast Thursdays 10 to 11 p.m. NYT, beginning Sept. 27, as previously announced.

Television, nightclub and recording star Andy Williams will be host and star of the show, which will be co-produced by Tandem Enterprises and Barnaby Productions. Williams came to national prominence through a combination of TV appearances and hit records. In 1954 he became a featured vocalist on Steve Allen's "Tonight" show on NBC-TV, and made guest-starring appearances on TV's most popular musical variety programs. He later starred in two NBC-TV color specials, "Andy Williams in Music from Shubert Alley" and "Andy Williams as 'The Man in the Moon'." He will be star and host of an NBC-TV color special, "The Andy Williams Show" Friday, May 4 (9:30-10:30 p.m. EDT) with guests Andy Griffith, Ann-Margret and Dick Van Dyke.

The American Home order was placed through Sullivan, Stauffer, Colwell & Bayles Inc. Co-sponsors are Liggett & Myers through J. Walter Thompson, and Noxzema through SSC & B.

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NBC-New York, 3/20/62

I THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 20, 1962

NBC'S WILLIAM K. McDANIEL IS SOLE NOMINEE
FOR PRESIDENT OF THE RTES OF NEW YORK

William K. McDaniel, Executive Vice President, NBC Radio Network, is the sole nominee for President of the Radio and Television Executives Society of New York, and is expected to take office at the trade group's annual meeting May 16. He currently serves the RTES as First Vice President.

Department, Room 320

NBC NEWS' PAULINE FREDERICK HONORED AT NIEMAN DINNER

Pauline Frederick, NBC News' United Nations correspondent, will be the guest of honor and principal speaker at the 21st Annual Nieman Dinner Meeting to be held tonight (Tuesday, March 20) at Temple Ohabei Shalom in Brookline, Mass.

The 1961-62 class of Nieman Fellows of Harvard will also be honored guests at the dinner along with Louis M. Lyons, Curator of the Nieman Foundation. This year's class of Nieman Fellows includes 11 distinguished American journalists. There are also five Associate Nieman Fellows representing foreign news organizations.

NBC-New York, 3/20/62

JACK TRACY
ROOM 320

CHEVROLET RENEWS ITS FULL-HOUR SPONSORSHIP OF 'BONANZA' COLOR BROADCASTS ON NBC-TV SUNDAYS FOR 1962-63 SEASON

The Chevrolet Motors Division of General Motors Corporation has renewed its full-hour sponsorship of "Bonanza," NBC-TV's popular Western color broadcast series, Sundays (9-10 p.m. NYT) for the 1962-63 season, it was jointly announced today by K. E. Staley, General Sales Manager of the Chevrolet Motors Division, and Walter D. Scott, Executive Vice President, NBC Television Network.

Mr. Staley said, "The nation-wide, consistent popularity of 'Bonanza,' its good TV rating, and the high regard of Chevrolet dealers for the show decided us on renewal. We believe its popularity with television viewers will continue."

Mr. Scott said, "We are delighted to welcome back Chevrolet as sponsor of NBC-TV's 'Bonanza' for next season. 'Bonanza' is one of television's most magnetic adventure programs, and is certain to continue to afford Chevrolet an exciting color showcase for its many fine products. We at NBC look forward to a warm and continuing relationship between Chevrolet and 'Bonanza'."

Filmed in color in the spectacular locales of the Lake Tahoe-Virginia City region, the Western adventure series had its premiere on NBC-TV in the Fall of 1959, and quickly became one of television's most popular series. The stars are Lorne Greene, as Ben Cartwright, who runs the vast Ponderosa Ranch, and Pernell Roberts Michael Landon and Dan Blocker as his three sons.

The order for Chevrolet was placed through Campbell-Ewald Inc., Detroit. -----o------ NBC-New York, 3/21/62

March 21, 1962

"EMPIRE"--TV'S FIRST MAJOR DRAMA SERIES SET IN REAL WEST OF TODAY--
WILL BE NBC TUESDAY NIGHT FEATURE BEGINNING IN THE FALL
- - -
Sponsors Will be Chrysler, American Tobacco and General Mills

"Empire," television's first major dramatic series set in the real West of today, will be seen on NBC-TV in the Tuesday, 8:30 to 9:30 p.m. EST time-spot in the Fall, it was announced today by Mort Werner, Vice President, Programs, Television Network.

The full-hour film series will be shot in color, on location in and around Santa Fe, New Mexico, by MGM-TV. The story of "Empire" will revolve around the operation of the 500,000-acre Garret Ranch, a multi-million-dollar-a-year corporation, the people who run it, and those on the Garret payroll.

The series will be produced by Screen Gems, with William Sackheim as executive producer. Sponsors for the series will be Chrysler Corporation, American Tobacco Company and General Mills Inc.

"The Garret Ranch will be modeled after some of the present day operations in vastness, wealth and influence," Mr. Werner said. "'Empire' is the story of the Garret family -- with holdings in cattle, lumber, oil, mines and produce, making them one of the most powerful in the Southwest -- the personal challenges they face and the problems they must overcome to keep the empire strong."

"The sweep and scope of this property will provide the framework for every possible dramatic situation," Mr. Werner continued. "'Empire'

(more)

will be endowed with lavish production values by a team of top creative craftsmen. We're very excited at the promise held out by this series."

Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal will co-star as the four continuing characters in the series: Egan will play Jim Redigo, general manager of the vast enterprise; Terry Moore will play the Garret daughter, Constance; Anne Seymour will play Lucia Garret the widow, matriarch of the family, and Ryan O'Neal the son, Tal Garret.

The Garret Ranch is involved in many gigantic enterprises. More than 1,000 people live on the ranch, half of whom are on the Garret payroll. As general manager of the ranch, Redigo is just as much at home among Wall Street financiers as among ranch hands. He commands respect because of his integrity and strength and has the full confidence of Lucia Garret.

Lucia Garret, a woman who looks younger than her years, has lived on the ranch 35 years, and she manages her family with ease and assurance.

Constance Garret, in her late twenties, is the product of an Eastern art school and has spent time abroad. Her brother Tal is a cheerful scapegrace, who does things well, and easily. He greatly admires Jim Redigo.

Actor Richard Egan has performed in many hit Hollywood feature films, among them "A Summer Place," "Revolt of Mamie Stover," "The View from Pompey's Head," "Demetrius and the Gladiators," "Pollyanna" and the forthcoming "Lion of Sparta." He has been listed in the trade papers as one of the top box office attractions in films.

Terry Moore has also been outstanding in films. Among more than 30 she has appeared in are "Bernardine," "Man on a Tightrope,"

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"King of the Khyber Rifles" "Gaslight" and "The Mighty Joe Young." On television she has been seen on "Studio One," "Playhouse 90," "The Rebel" and "Checkmate."

Anne Seymour has been a star of stage, motion pictures, radio and TV for 30 years. Some of her films are "All the Kings Men," "Desire Under the Elms" and "All the Fine Young Cannibals." She last appeared on Broadway in "Sunrise at Campobello," and on television has been seen on "Dr. Kildare," "Thriller," "Rawhide," "Studio One" and "Kraft Television Theatre." On radio she was featured in many dramatic serials.

Ryan O'Neal is 20 years old and served his apprenticeship in 39 episodes of "Tales of the Vikings." He also has appeared on "Laramie," "The Untouchables," "Bachelor Father" and "My Three Sons."

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NBC-New York, 3/21/62

March 21, 1962

"IT'S A MAN'S WORLD," FULL-HOUR COMEDY ADVENTURE SERIES WITH HOUSEBOAT SETTING, WILL BE NBC-TV MONDAY FEATURE STARTING IN FALL; CARNATION WILL BE CO-SPONSOR

"It's a Man's World," a full-hour filmed comedy adventure series about four boys who live in a houseboat, will be presented on the NBC-TV Network on Mondays at 7:30 p.m. EST, beginning in the Fall, it was announced today by Mort Werner, Vice President, Programs, Television Network.

The series will be co-sponsored by Carnation Company, through Erwin Wasey Ruthrauff & Ryan Inc.

The houseboat, nicknamed "the Elephant," is moored at a dock in a small college (Cordella) town in the Midwest. The houseboat dwellers will be played by Glenn Corbett, Mike Burns, Ted Bessel and Randy Boone, co-stars of the all-family series, which has been created as a "permanent character anthology" by its creator-producer-director Peter Tewksbury. Tewksbury served in the same triple capacity on the "My Three Sons" series.

Harry Harvey Sr. will be a featured regular on the series about a college student who acts as guardian for his 14-year-old brother, the college boy who lives with the brothers on the houseboat, and the teen-age wanderer who came to dinner and decided to stay. The interplay of their lives in an adventurous atmosphere provides the basis for the weekly episodes.

"It's a Man's World" will be written by Tewksbury and Jim Leighton, who is also associate producer of the series. In addition

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to scripts by Tewksbury and Leighton, script assignments have been made to John McGreevey, James Allardice and Ben Masselink.

Jack Marshall will be the musical director of the series, which will be packaged by MCA/Revue, in association with NBC.

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NBC-New York, 3/21/62

March 21, 1962

TIMELY NBC-TV COVERAGE BECOMES TIMELESS IN RECORD ALBUM, 'COL. GLENN IN ORBIT,' TO BE AVAILABLE THROUGH NEWSPAPERS

NBC's Feb. 20 around-the-clock TV coverage of the orbit flight of astronaut John H. Glenn Jr. becomes a historical document in a different medium. A record album, "Col. Glenn in Orbit," edited directly from the network's broadcast, has been licensed by NBC Merchandising to Crown Publishers for distribution.

The sounds, voices and thrills of the modern-day epic include the countdown and launching at Cape Canaveral, Col. Glenn's messages from outer space, reports from his fellow astronauts at various global check-points, President Kennedy's congratulatory remarks from the White House, commentaries by NBC-TV News reporters stationed at Canaveral and at sea, and excerpts from Col. Glenn's address to a special joint session of Congress.

The 12-inch disk, edited by and produced in cooperation with NBC News, will be made available to newspapers throughout the country as an offering to their readers. Manufacturing of the record for Crown Publishers is being handled by RCA Custom Records.

Bob Max, Director, NBC Merchandising, said: "'Col. Glenn in Orbit' represents more than a description of a great event -- it is the event itself, as covered live and on-the-spot. Here is an excellent example of how a timely news and public affairs television broadcast becomes timeless. In concept and content, the record is made-to-order for newspaper readers."

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NBC COLOR TELEVISION NEWS

March 21, 1962

WOODY HERMAN AND HIS ORCHESTRA SET FOR 'TONIGHT' PROGRAMS ORIGINATING IN CALIFORNIA MONTH STARTING APRIL 2

Bandleader Woody Herman and his Orchestra will provide the musical background for NBC-TV's "Tonight" show during the program's one-month visit to the West Coast starting April 2 (NBC-TV color broadcasts, Mondays through Fridays, 11:15 p.m.-1 a.m. EST).

Producer Perry Cross has set Herman's debut on the show to coincide with the introduction of television personality Art Linkletter as program host. Linkletter will preside over the show, Monday-through-Friday, for the weeks of April 2 and April 9, and will be the first of several interim hosts following the departure of Jack Paar on March 29.

Other announced interim hosts include Joey Bishop, Bob Cummings, Merv Griffin, Zsa Zsa Gabor, Pat Boone, Mort Sahl, Steve Lawrence, Jack Carter and Jan Murray.

Producer Cross will be assisted by NBC producer Barry Shear during "Tonight's" four-week originations in the network's color city in Burbank, Calif.

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FAME--IN OCCIDENT AND ORIENT

Says Cindy Adams in an article, "TV in Asia and Hong Kong," in the March 24 issue of TV Guide:

"You know who pulls the biggest Chinese fan mail? Who are the favorites on the Chopstick Circuit? Two thirds of the 400 letters sent weekly (to the TV station) go to Michael Landon of 'Bonanza,' and Robert Fuller of 'Laramie'."

NBC-New York, 3/21/62

A LOOK AT SELMA DIAMOND

Comedy writer Selma Diamond, a frequent guest on NBC-TV's "Jack Paar Show" color broadcasts, is the subject of a two-page feature article, "Selma Diamond: She Makes Paar Laugh" in the April 10 issue of Look Magazine (on newsstands March 27).

She is described as the girl "with the corduroy voice," and her career as a writer for such shows as "Perry Como's Kraft Music Hall" on NBC-TV is traced briefly. The feature includes candid pictures of Miss Diamond at work and while shopping.

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CORRECTION; PLEASE

In a story released March 15, it was reported that Hassenfeld Brothers, a leading toy manufacturer, had purchased sponsorship for next season in NBC-TV's "Fury" and "Make Room for Daddy," both Saturday series. The order was erroneously reported to have been placed through the Bo Berstein agency.

Hassenfeld Brothers are represented by Bruns Advertising Agency, Inc., New York, and the order was placed by that agency.

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NBC-New York, 3/21/62

JACK TRACY
ROOM 320

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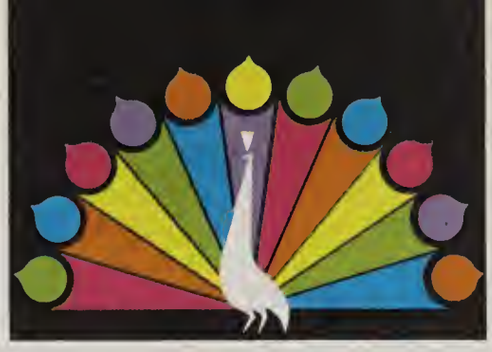

NBC COLOR TELEVISION NEWS

March 22, 1962

ACTION IN BROOKLYN COLOR STUDIO BY GERRY MULLIGAN AND HIS QUARTET BROUGHT ABOUT WHOLLY IMPROVISED SCORE FOR 'ACTION IN NEW ORLEANS'

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"Frankly an Experiment, But a Good One," Says Producer Lewis Freedman

For perhaps the first time in a network TV drama, a musical score has been wholly improvised "live" -- while actors performed on camera.

NBC-TV's "Du Pont Show of the Week" comedy romance, "The Action in New Orleans," has such a score. It was created last Tuesday (March 20) by noted jazz performer and composer Gerry Mulligan and his quartet, even as stars Bob Cummings, Audrey Meadows, Frank McHugh and Howard St. John were performing in NBC's Brooklyn, N. Y., Color Studios.

The broadcast, an original story set against a backdrop of "confidence artists" in New Orleans of 1928, will be presented in color Sunday, April 15 (10-11 p.m. EST).

Mulligan and his quartet -- which consists of himself on baritone saxophone, Bob Brookmeyer on trombone, Bill Crow on bass and Gus Johnson on drums -- located themselves in a sound studio with a clear view of the actors and sets of "The Action in New Orleans" and improvised the entire score from themes which Mulligan had earlier composed. The Mulligan improvisation is sustained for nearly all of the program's entire 54 minutes of running time (excluding commercials).

Said Mulligan: "We started playing around 1:30 o'clock in the afternoon for the run-through and dress rehearsal and didn't stop

(more)

until close to midnight, when taping concluded. Rarely has there been such accord between music, musicians and actors..."

Producer Lewis Freedman added: "This was frankly an experiment, but we think a good one. In television's very early days, guitarists or pianists 'noodled' scores for live dramas; but, since the advent of television tape, music has largely been inserted into the broadcasts after the conclusion of taping with actors."

Gerry Mulligan is one of America's most distinguished jazz arranger-composer-instrumentalists, who is equally at home in any medium. His music shows the influence of every form of jazz. He has composed scores for Broadway and motion picture dramas, has performed in top nightclubs of America and Europe and is a winner of the Downbeat Award.

Jack Smight directed "The Action in New Orleans" from an original script by Franklyn MacGregor. Sponsor for "Du Pont Show of the Week" is the Du Pont Company through Batten, Barton, Durstine and Osborn Inc.

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NBC-New York, 3/22/62

NBC NEWSMAN PAUL DAVIS DODGES BULLETS FROM TANK
IN SECOND ESCAPE FROM DEATH IN ALGIERS

NBC News correspondent Paul Davis escaped death a second time in a week in Algiers by dodging bullets fired from a tank in a vicious street fight along Oran's main boulevard. Davis was in his hotel when word came of fighting a few blocks away. He reported (March 21):

"Along the main boulevard, groups of Europeans hugwalled. A tank and armored cars fired 50 millimeter machine guns and 20 millimeter cannon in all directions. It was impossible to tell in which direction they were being attacked.

"I got into a doorway and began filming. Right in front of me a tank blew up and began firing its cannon. Through my viewfinder, I saw a hand come out and point an automatic in my direction.

"I thought it was his idea of a joke. But suddenly a shot blew a chunk of wall away just above my head. A militia captain tried to wrestle the camera away. He suddenly decided instead to push me out in the street.

"I ran along a few yards to an alley. Firing came from behind me and I ducked into a hallway."

Davis had a close call March 14 when an anonymous caller warned that the studio from which he was to broadcast would be bombed. Davis did not go to the studio -- which was wrecked by an explosion a few minutes after Davis was to have made his broadcast.

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NBC-New York, 3/22/62

THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 22, 1962

NBC NEWS TO PRESENT SPECIAL RADIO PROGRAM
ON PRESENTATION OF ALFRED I. duPONT AWARDS

NBC News will present a special radio program on presentations of the Alfred I. duPont Awards Foundation Tuesday, March 27 (NBC Radio Network except WNBC, 9:05-9:30 p.m. EST). The awards will have been presented the evening before at a dinner in Washington, D. C.

NBC News correspondent Martin Agronsky, as previously announced, will receive the 1961 Alfred I. duPont Commentator Award for his integrity and competence as a news reporter. He appears regularly on NBC-TV's "Today" show, and NBC Radio's "News on the Hour" and "Emphasis."

Station KING-TV (Seattle, Wash.), an NBC-TV affiliate, also as announced earlier, will receive the duPont Station Award for 1961 at the awards dinner for its consistent policy of responsibility toward community needs and interests.

Department, Room 320

NBC COLOR TELEVISION NEWS

March 22, 1962

SKITCH HENDERSON TO BE 'TONIGHT' MUSIC DIRECTOR APRIL 30-OCT. 5

Skitch Henderson, composer, conductor and pianist, will be the music director of NBC-TV's "Tonight" color series from Monday, April 30 to Friday, Oct. 5 (Monday through Friday, 11:15 p.m.-1 a.m. EDT). On Monday, Oct. 8 the program becomes "Tonight starring Johnny Carson."

During the first four weeks following the departure of Jack Paar on March 29, the "Tonight" program will originate from the West Coast, with music by Woody Herman and his Orchestra. On April 30, "Tonight" will return to New York and will originate from Studio 6B, RCA Building, with music by Skitch Henderson and his Orchestra.

Henderson was the original conductor for "Tonight," which he joined in September, 1954. In the Fall of 1956, he moved over to "The Steve Allen Show" as music director, and also participated in many of the program's comedy sketches, in which he originated the comedy character of "Sydney Ferguson."

As a serious conductor, Henderson has appeared with symphony orchestras in the United States and Europe, including the New York Philharmonic and the London Philharmonic. He has composed ballet music for Nora Kaye, Maria Tallchief and other leading dancers and recently wrote the score for the "Project 20" production, "Merrily We Roll Along" on NBC-TV.

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JACK TRACY
ROOM 320

ROBERT S. WALSH IS NAMED AN ACCOUNT EXECUTIVE IN CHICAGO OFFICE OF NBC RADIO SPOT SALES

Robert S. Walsh has been named an account executive in the Chicago office of NBC Radio Spot Sales, it was announced today by Fred Lyons, Director, NBC Radio Spot Sales. Mr. Walsh will report to Frank De Rosa, Central Division Manager of NBC Radio Spot Sales, Chicago.

Mr. Walsh was previously employed as a district advertising manager in the Chicago office of Household Finance Corporation. He supervised the corporation's marketing programs, advertising and media research, and was responsible for placement of radio and television commercial schedules in Chicago, Philadelphia, Pittsburgh and Washington, D. C.

Mr. Walsh is a graduate of Northern Illinois University. He and his wife live with their two children in Chicago.

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NBC-New York, 3/23/62

JACK TRACY
ROOM 320

NBC TRADE NEWS
March 26, 1962

FRANKLIN SCHAFFNER AND FIELDER COOK WILL PRODUCE AND DIRECT SEVEN ORIGINAL DRAMAS ON 'DU PONT SHOW OF THE WEEK' ON THE NBC TELEVISION NETWORK NEXT SEASON

Franklin Schaffner and Fielder Cook, two of television's most gifted producer-directors, have joined forces to bring their creative talents to NBC-TV's "Du Pont Show of the Week" series Sundays (10 to 11 p.m. NYT) next season, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Mr. Werner said that Mr. Schaffner and Mr. Cook will produce and direct, through their own company, seven of the original dramas to be presented by Du Pont. The arrangement with NBC is non-exclusive. Mr. Schaffner and Mr. Cook were represented in the negotiations with NBC by Ziegler, Hellman and Ross.

The new Du Pont series -- produced by NBC -- will emphasize drama but will also embrace drama-documentaries and musical-variety broadcasts. Six drama-documentary programs will be produced by the NBC News Department.

Mr. Schaffner has been a frequent recipient of television's major production awards, including the Emmy Award, the Christopher Award, the Sylvania Award and the Tempo Award. His producing and directorial credits include "Studio One," "Kaiser Aluminum Hour," "Person to Person," "Playhouse 90," "Du Pont Show of the Week" and "Producers' Showcase." He directed the TV production of "Twelve Angry Men" and "The Caine Mutiny Court Martial" which earned him many of the industry's accolades for artistic excellence. He recently directed the Broadway production of "Advise and Consent."

(more)

Mr. Cook was also producer-director of "Kaiser Aluminum Hour" as well as director of the "Kraft Television Theatre." In addition, he directed productions in the "Omnibus" series, "Our American Heritage," "Du Pont Show of the Month," "U. S. Steel Hour" and "Playhouse 90." Mr. Cook was awarded virtually every major television prize for his production and direction of the television drama "Patterns." He also staged the motion picture version. He has recently directed episodes of "The Defenders" and "Ben Casey" on television, and staged "A Cook for Mr. General" on Broadway.

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NBC-New York, 3/26/62

March 26, 1962

"SAM BENEDICT," NEW FULL-HOUR DRAMA SERIES STARRING EDMOND O'BRIEN AS A TOP TRIAL LAWYER, WILL BE NBC-TV SATURDAY NIGHT FEATURE NEXT FALL

"Sam Benedict," starring Edmond O'Brien as a dynamic contemporary lawyer practicing in a busy metropolitan community, will be seen on NBC-TV on Saturdays from 7:30 to 8:30 p.m. NYT, starting in the Fall, it was announced today by Mort Werner, Vice President, Programs, Television Network.

In contrast to other series on the law, "Sam Benedict" will focus on the character of a top trial lawyer as revealed by his cases, rather than on the individual cases themselves. Benedict will be shown practicing law in the courtroom, in his office, in the street, in cars and planes -- and in the quick but quiet workings of his mind and conscience. Each episode will be a day in the life of a lawyer, dealing with parts of several cases in which he is involved.

Although Sam Benedict is a fictional character, he will be modeled on the famous San Francisco trial lawyer Jake Ehrlich, who is serving as story consultant and technical adviser for the full-hour filmed series. Like his noted real-life counterpart, Benedict will strive to keep unsullied his record for never having lost a capital plea as he defends the great and the lowly against what he regards as injustice.

O'Brien has starred in many films and on the stage, television and radio. He won the 1954 Academy Award for a Supporting Actor

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for his role in "The Barefoot Contessa." He has leading roles in four upcoming films, "Moon Pilot," "Birdman of Alcatraz," "The Man Who Shot Liberty Valance" and "Lawrence of Arabia," and also is starred in "The Big Land," "Up Periscope" and "The Last Voyage." On television, he has appeared on "Playhouse 90" and other dramatic series, and played the title role in the syndicated "Johnny Midnight" series.

"Sam Benedict" will be produced by MGM-TV. The creator, executive producer and head writer is E. Jack Neuman, who has been the writer for "Dr. Kildare," "Wagon Train," "Bonanza" and "Gunsmoke" episodes. The director for the pilot and other episodes will be Boris Sagal, who has directed many live and filmed dramas on TV. Producer is William Froug.

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NBC-New York, 3/26/62

THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 26, 1962

NBC NEWS' 1962 ELECTION NIGHT COVERAGE WILL FEATURE CHET HUNTLEY AND DAVID BRINKLEY, SUPPORTED BY A SPECIAL STAFF OF 1,000

NBC News coverage of the 1962 elections, featuring Chet Huntley and David Brinkley supported by a special staff of 1,000, will start on the NBC-TV Network at 7:30 p.m. EST, Tuesday, Nov. 6, and will continue into the early morning hours of the following day, it was announced by William R. McAndrew, Executive Vice President, NBC News.

Mr. McAndrew said the coverage would be the most thorough ever attempted in broadcasting, even surpassing the NBC News effort in the 1960 Presidential election. In that year, NBC News won acclaim for its swift and accurate reporting and attracted an audience greater than that for both other networks combined.

The estimated six to nine hours of coverage of the 1962 elections will include periodic projections and interpretations of the vote by computers of the Radio Corporation of America. In 1960, an RCA 501 projection early in the evening of Election Day came within tenths of a percentage point of the final vote as it was counted the next day.

NBC News coverage will be handled by some 1,000 correspondents, special reporters, editors and technicians. It will be supervised by Mr. McAndrew, who will be assisted by Julian Goodman, Vice President, NBC News, and Elmer W. Lower, Director of News and Public Affairs. The TV coverage will be produced by Reuven Frank, and the radio coverage by Russell Tornabene.

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The operation will be centered in NBC's huge studio 8-H in New York, which will be turned into the nation's best-informed center of election intelligence. A communications network of telephone, teletype and closed video circuits will connect 8-H with hundreds of key locations at the national, state, county and even precinct levels.

Remote video locations will include the headquarters of the Republican and Democratic National Committees in Washington and the headquarters of Governor Nelson A. Rockefeller and his Democratic opponent in New York, Michigan Governor John M. Swainson and the Republican candidate, and California Governor Edmund G. (Pat) Brown and his Republican opponent. (It is anticipated that the three incumbent governors will run for reelection.)

Returns and other election information from around the country will be bulletined by telephone and teletype to Studio 8-H for tabulation and posting on an electronic system developed by NBC for maximum visibility and readability on the television screen.

Mr. Huntley and Mr. Brinkley will be stationed at a vantage point from which they will be able to see the returns in every election contest. They will be supported in the studio by regional correspondents who have made a specialty of the geographic areas they will report on. These correspondents are Frank McGee, Merrill Mueller, Edwin Newman and Sander Vanocur.

Television cameras will be set up at an RCA Systems Center to report on the findings of RCA computers. A team of specialists -- headed by RCA Vice President John E. Johnson, RCA Project Manager Arthur Katz and NBC News Editor Sam Sharkey, and including statisticians, political scientists and sociologists -- is preparing the computer system for its Election Night role.

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The team is gathering information on previous elections, on population and voters' registration and on other key factors in election districts throughout the country. This data will make up the statistical "model" which will be stored in the electronic brain of the computer system and will be applied to the returns as they come in.

As early as possible on Election Night, the RCA electronic data processing system will answer such questions as these: Who will win the governorships of New York and California? Who will control the House and by what margin? How many seats will the Democrats gain or lose in the Senate? How are the 435 Democratic candidates for the House doing compared to the vote in 1958, the last off-year Congressional election?

As NBC News goes on the air at 7:30 p.m. EST, attention will be focused on the Connecticut races for Senator, Governor and six seats in the House. The Senate seat of Republican Prescott Bush is expected to be contested by Abraham A. Ribicoff, now Secretary of Health, Education and Welfare. NBC News will deploy a staff of 40 to report the Connecticut vote.

At about the same time, the returns will start flowing in from New York State, first from New York City, then from upstate, detailing the progress of the race between Governor Rockefeller and his Democratic opponent. For this and other New York contests, NBC News will use the highly successful system it developed for the recent New York City mayoralty election, in which it tabulated 175,000 votes within 47 minutes of the closing of the polls.

Among other high spots of the coverage will be Michigan, where George Romney is a leading candidate for the Republican gubernatorial nomination. NBC News will have 60 reporters covering

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the state's 83 counties. Intensive coverage will also be given to California, where Richard M. Nixon is believed to be the most likely candidate to face Governor Brown.

In addition, NBC News will cover every other significant race, from Massachusetts, where a Kennedy, a Lodge and a McCormack are mentioned as possible candidates, to Alaska and Hawaii, each of which has a Senate seat at stake. During this detailed coverage, NBC News will answer the following questions:

How has the Kennedy administration fared during the first formal test at the polls? Has the slender margin of 1960 been increased or decreased?

Who emerges as the strongest Republican Presidential prospect?

Will the Kennedy Administration have a Democratic or Republican House of Representatives for the second half of its term?

What margin will the President have in a Senate that will remain under Democratic control?

How strong has been the swing to conservatism in American politics?

Have the Democrats or Republicans increased their control of the 35 statehouses at stake?

NBC Newsmen in charge of field reporting for the election coverage are: for the Northeastern states, Edwin M. Edwin; for Pennsylvania, Irving Margolin of WRCV-TV in Philadelphia; for the Southeastern states, Bert Ivry of NBC News, Washington; for the Midwest, Frank Jordan, Manager of NBC News in Chicago; and for the Far West, John Thompson, Manager of NBC News in Los Angeles.

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NBC-New York, 3/26/62

TWO BOOKS BY RICHARD HANSER OF NBC-TV'S "PROJECT 20,"
BOTH ON HITLER AND NAZI GERMANY, TO BE PUBLISHED

Two books by Richard Hanser, chief writer of NBC-TV's "Project 20," will be published within the next year. Both will deal with Adolf Hitler and Nazi Germany.

The first, "In Hitler's Reich," will be a collection of Hanser's magazine pieces on the Nazi era. Fawcett will publish it as a Crest paperback in September.

The second, as yet untitled, will be on the emergence of Hitler, his early years as a political agitator and the early days of the Nazi party. It will be built around the Munich beerhall Putsch of 1923, a turning point in Hitler's career and in modern world history. Prentice-Hall will publish the book next year.

"Much of my research and background in the field stems from my work at NBC," Hanser says. "In fact, my research and writing with Henry Salomon for 'The Twisted Cross' gave me a big head start for the book projects."

"The Twisted Cross," a "Project 20" program about the rise and fall of Adolf Hitler, was first broadcast March 14, 1956. It has won several awards, has been repeated several times and has been seen probably by more people than any other documentary on the subject of Nazism.

Hanser first became deeply interested in the subject of Nazism and its personalities when he was in U. S. Army Psychological Warfare in Europe during World War II. He won a U. S. Army commendation during the war when he portrayed Corporal Tom Jomes in combat-zone broadcasts to German soldiers.

His current "Project 20" assignment is the script for "He Is Risen," the story of the last days of Christ, to be broadcast in color by NBC-TV Sunday, April 15 (8:30-9 p.m. EST).

-----o------ NBC-New York, 3/26/62

JACK TRACY
ROOM 320

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NBC TRADE NEWS

March 27, 1962

STERLING DRUG AND COLGATE-PALMOLIVE BUY SPONSORSHIP
IN COLOR SPECIAL, "JACQUELINE KENNEDY'S JOURNEY"

Sterling Drug Inc. and Colgate-Palmolive Company have purchased sponsorship of "Jacqueline Kennedy's Journey," a special full-hour program in color on the NBC-TV Network Sunday, April 1 (6:30 to 7:30 p.m. EST), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mrs. Jacqueline Kennedy's recent tour of India and Pakistan was covered in detail by two separate NBC color-film crews for this special program. NBC News' White House correspondent Sander Vanocur, who covered the tour, will be narrator-reporter of the show.

The NBC News program will be produced by Robert Priaulx. Cameramen who filmed the tour are Leroy Anderson and Robert Donoghue.

The Sterling Drug order was placed through Dancer-Fitzgerald-Sample Inc., and the Colgate-Palmolive order was placed through Ted Bates & Co. Inc.

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March 27, 1962

RENEWALS BY 3 ADVERTISERS MARK COMPLETE SPONSORSHIP
OF 'SING ALONG WITH MITCH' FOR 1962-63

Complete sponsorship of "Sing Along with Mitch" color series for 1962-63 on NBC-TV was announced today by Don Durgin, Vice President, NBC Television Network Sales. P. Ballantine & Sons, R. J. Reynolds Tobacco Co. and Buick Motor Division of General Motors, sponsors of the program this season, have renewed participation in next season's show, Mr. Durgin said.

"Sing Along with Mitch" will be broadcast Fridays, 8:30 to 9:30 p.m. NYT, beginning next Fall, as previously announced. The program, currently presented in color Thursdays, 10-11 p.m. NYT, features Mitch Miller, the "Sing Along Gang," and guest soloists Leslie Uggams, Gloria Lambert and Louise O'Brien.

The Ballantine and R. J. Reynolds orders were placed through William Esty Co. Inc. The Buick order was placed through M-E Productions, a division of McCann-Erickson, Inc.

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March 27, 1962

SCOTT PAPER CO. BUYS SPONSORSHIP IN 4 NBC-TV DAYTIME SHOWS

Scott Paper Company has purchased sponsorship in four NBC-TV Monday-through-Friday daytime programs over a 52-week period beginning in the Fall, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The four programs are: "The Price Is Right" color series, "Truth or Consequences," "Loretta Young Theatre" and "Our Five Daughters."

The Scott Paper order was placed through J. Walter Thompson Company.

As previously announced, Scott Paper Company has also purchased alternate week sponsorship of "Vive Judson McKay!" a new comedy series to begin on NBC-TV's Friday night schedule in the Fall.

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NBC COLOR TELEVISION NEWS

March 27, 1962

BILL DANA, LOUIS NYE AND PAT HARRINGTON JR. TO SERVE AS HOSTS OF 'TONIGHT' FOR WEEK OF JUNE 25-29

Comedians Bill Dana, Louis Nye and Pat Harrington Jr. will serve as hosts and panelists of NBC-TV's "Tonight" color show during the week of June 25-29 (Monday through Friday, 11:15 p.m. to 1 a.m. EDT). Each will take a turn as host, with the other two members sitting on the program panel as guests.

The roster of hosts for the first three months of the "Tonight" show is:

April 2-6 -- Art Linkletter (from California).

April 9-13 -- Art Linkletter (from California).

April 16-20 -- Joey Bishop (from California).

April 23-27 -- Bob Cummings (from California).

April 30-May 4 -- Merv Griffin (from New York, as will be all following weeks).

May 7-11 -- Zsa Zsa Gabor

May 14-18 -- Jack Carter

May 21-25 -- Jan Murray

May 28-June 1 -- Spike Jones and Helen Grayco.

June 4-8 -- Pat Boone.

June 11-15 -- Mort Sahl.

June 18-22 -- Steve Lawrence.

June 25-29 -- Bill Dana, Louis Nye and Pat Harrington Jr.

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NBC-TV AND RADIO TO BROADCAST PRESIDENT'S NEWS CONFERENCE

President Kennedy's news conference on Thursday, March 29, will be recorded and broadcast on the NBC Television Network the same day at 12 Noon EST.

The news conference will be carried live on the NBC Radio Network at 11 a.m. EST.

NBC-New York, 3/27/62

THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

March 27, 1962

NBC-TV'S "CATHOLIC HOUR" WINS NATIONAL BROTHERHOOD MEDIA AWARD
OF NATIONAL CONFERENCE OF CHRISTIANS AND JEWS
- - -
NBC Radio's "Family Living" Also Is Honored

The National Conference of Christians and Jews presented a National Brotherhood Media Award today (March 27) to the NBC-TV Network and the National Council of Catholic Men for a four-part TV "Catholic Hour" series, "Prejudice - U. S. A.," cited as "a combined dramatic and documentary approach on four fronts to the evils of prejudice in America."

A gold medal encased in a lucite block, the award is the highest recognition conferred in the media field by the N.C.C.J.

In the network radio category, the NBC Radio Network's "Family Living" received a Brotherhood Certificate of Recognition for "its significant program, 'This Time the Italians -- Next Time You."

Winners selected from all divisions of the mass communications media "for outstanding contributions to good human relations" were announced today at ceremonies held in the N.C.C.J.'s Building for Brotherhood, 43 West 57 Street, New York City.

Edward Stanley, NBC Director of Public Affairs, accepted the "Catholic Hour" award on behalf of the network. Arlene Francis, moderator of "Family Living," accepted the award to that program.

The winning "Catholic Hour" TV series was broadcast in October, 1961. It was a four-part study of prejudice in the United

(more)

States -- an analysis of what it is, how much of it exists, and what it is doing to this country. It dealt in turn with prejudice against Negroes, prejudice against Jews, interfaith conflicts among Protestants, Catholics and Jews; and with the Catholic's responsibility in regard to prejudice and "the need to react to the distortions which are crippling the Christian ideal of society."

An NBC Public Affairs presentation, "The Catholic Hour" is produced 16 times a year in cooperation with the National Council of Catholic Men. Richard Crean wrote "Prejudice - U. S. A."

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NBC-New York, 3/27/62

CAST AND CREDITS FOR 'THE BEAUTY OF WOMAN'

- - -

SPECIAL PROJECTS PROGRAM WILL BE 'DU PONT SHOW OF THE WEEK'

ON NBC-TV SUNDAY, APRIL 1 (10-11 P.M. EST)

Description:	Exploring its subject seriously, dramatically, satirically and light-heartedly by turns, the program will have exemplars and connoisseurs of the beauty of woman as on-camera principals. In newly-filmed sequences, they will comment individually on their personal convictions about womanly beauty. In addition, the program will draw upon masterpieces of painting and sculpture and archive motion picture footage.
Cast:	Cyril Ritchard (as chief admirer); Hermione Gingold (as guest expert); Zsa Zsa Gabor, Lillian Gish, Ruby Dee, the actresses; Anita Colby, former model; Katherine Anne Porter, the writer; Jimmy Durante, the comedian; Vincente Minelli and Richard Brooks, the motion picture directors; Oleg Cassini and Edith Head, the costume designers; Wally Westmore, the Hollywood make-up man; Philippe Halsman, the photographer.
Producer:	John McGiffert
Written by	John McGiffert and Ernest Pendrell
Executive Producer:	Donald B. Hyatt
Associate Producer:	Robert Garthwaite
Music Composed and conducted by	Bernard Green
Sponsor:	The Du Pont Company
Agency:	Batten, Barton, Durstine & Osborn

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NBC-New York, 3/27/62

JACK TRACY
ROOM 320

March 28, 1962

KRAFT FOODS TO SPONSOR 'KRAFT MYSTERY THEATRE'
ON NBC-TV WEDNESDAY NIGHTS DURING SUMMER

"Kraft Mystery Theatre," a series of suspense-filled film dramas, will take the time period of "Perry Como's Kraft Music Hall" color show during the Summer, starting Wednesday, June 13 (9-10 p.m. EDT). The Summer series will be broadcast in black and white only.

Perry Como's Roncom Productions Inc. will produce "Kraft Mystery Theatre" in association with Desilu Productions, Inc. Elliot Lewis will be producer and Warren Lewis executive producer.

The Summer series will be sponsored by Kraft Foods Division of National Dairy Products Corp. It also will be broadcast over 39 stations of the Canadian Broadcasting Corporation under sponsorship of Kraft Foods Ltd. J. Walter Thompson Company is the agency for Kraft.

The full-hour program will be presented for 16 weeks until "Perry Como's Kraft Music Hall" color series returns to the network for its fourth season Wednesday, Oct. 3. The date also will mark the start of Como's eighth year of full-hour NBC-TV programs.

Last Summer, "Kraft Mystery Theatre" presented a series of English-produced films never before seen in America.

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March 28, 1962

KIMBERLY-CLARK BUYS SPONSORSHIP IN THREE DAYTIME
AND THREE NIGHTTIME NBC-TV SHOWS FOR 1962-63

Kimberly-Clark Corporation, manufacturer of Kleenex and Delsey table napkins, has purchased sponsorship in six NBC-TV programs for 1962-63 -- three nighttime and three daytime -- it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Nighttime programs in which Kimberly-Clark will participate are "The Andy Williams Show" (Thursdays 10-11 p.m. NYT), "The Jack Paar Show" (Fridays 10-11 p.m. NYT), and "Saturday Night at the Movies" (9 p.m. NYT to conclusion).

Monday-through-Friday daytime programs in which sponsorship was purchased are "Say When" (10-10:30 a.m. NYT), "Young Doctor Malone" (3-3:30 p.m. NYT), and "Our Five Daughters" (3:30-4 p.m. NYT).

The Kimberly-Clark order was placed through Foote, Cone & Belding, Chicago, Ill.

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NBC COLOR TELEVISION NEWS

March 28, 1962

"JACQUELINE KENNEDY'S JOURNEY"

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First Lady's Tour of India and Pakistan by Plane, Train, Boat--and by Elephant and Camel--Is Covered In NBC-TV Color Special April 1

The First Lady's two-week tour of India and Pakistan, during which she traveled by plane, train, car, boat -- and briefly by elephant and camel -- will be covered on "Jacqueline Kennedy's Journey," a special color program on the NBC-TV Network Sunday, April 1 (6:30 to 7:30 p.m. EST).

The program, featuring NBC News' White House correspondent Sander Vanocur as narrator-reporter, will start with Mrs. Kennedy's arrival in New Delhi, where she was greeted by Prime Minister Jawaharlal Nehru. She will be shown calling on President Rajendra Prasad, visiting the memorial to Mohandas K. Gandhi and distributing candy in the children's ward of the All-India Institute of Medical Sciences.

Mrs. Kennedy will also be seen watching Indian bathers dive into a pond from an 80-foot wall in Fatehpur Sikri, viewing the Taj Mahal, riding by motor launch on a lake in Udaipur, visiting a textile factory, riding an elephant, watching a polo match, and receiving a gift of a pair of tiger cubs in the garden of Prime Minister Nehru.

In Pakistan, Mrs. Kennedy will be seen riding a thoroughbred horse presented to her by President Mohammad Ayub Khan, attending a horse show and visiting the 320-year-old Shalamar Gardens. She will also be

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shown visiting historic Khyber Pass, where she received a gift of two live sheep from tribal chieftains and lunched with officers of the Khyber Rifles.

In Karachi, before leaving Pakistan, the First Lady will be seen placing a wreath at the tomb of Pakistan's founder, Mohammed Ali Jinnah; passing out lollipops and oranges at the Karachi Children's Hospital, and riding a camel led by Bashir Ahmed, the Pakistani camel driver who toured the United States last Fall as a guest of Vice President Lyndon B. Johnson.

The program will be produced by Robert Priaulx. It will be sponsored by Sterling Drug Inc. and Colgate-Palmolive Company.

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NBC-New York, 3/28/62

March 28, 1962

Attention, Sports Editors

ANHEUSER BUSCH, SUNRAY OIL AND JOSEPH SCHLITZ BREWING TO BE REGIONAL SPONSORS OF 'MAJOR LEAGUE BASEBALL' ON NBC-TV

Pennant contenders in both leagues, including the world champion New York Yankees and National League champion Cincinnati Reds, will appear on NBC-TV's "Major League Baseball" schedule during the first two months of the 1962 campaign.

A 50-game slate of Saturday and Sunday TV contests starts April 14 and 15 and continues through Sept. 29 and 30. The games for the opening weekend are still to be determined, but the schedule for the rest of April and for May was announced today by NBC Sports Director Tom S. Gallery. It included seven games in the National League and five in the American League.

Joe Garagiola and Bob Wolff will be the commentators for NBC-TV's weekend baseball coverage. Perry Smith and Lou Kusserow of the NBC Sports Department will produce the sportscasts, and Harry Coyle will direct.

Regional sponsors will be Anheuser-Busch Inc. and Sunray Oil Company (both through Gardner Advertising Company) on Saturdays and Sundays, and Joseph Schlitz Brewing Company (through Post & Morr Inc.) on Saturdays.

As in past years, the TV schedule for the rest of the season will be announced each month for the following month. "Major League Baseball" will be televised coast-to-coast, but will not be carried by

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stations in major league markets or in certain other areas restricted by agreements with major league teams. The schedule for April and May, with parks and TV times, follows:

Saturday, April 14 -- to be
Sunday, April 15 -- announced.

Saturday, April 21 -- Los Angeles Dodgers vs. Milwaukee Braves at County Stadium, Milwaukee, 2:30 p.m. EST.

Sunday, April 22 -- Los Angeles at Milwaukee, 2:30 p.m. EST.

Saturday, April 28 -- Boston Red Sox vs. Chicago White Sox at Comiskey Park, Chicago, 2:30 p.m. EST.

Sunday, April 29 -- Cincinnati Reds vs. St. Louis Cardinals at Busch Stadium, St. Louis, 2:30 p.m. EDT.

Saturday, May 5 -- Los Angeles Dodgers vs. Pittsburgh Pirates at Forbes Field, Pittsburgh, 1:30 p.m. EDT.

Sunday, May 6 -- Los Angeles at Pittsburgh, 2 p.m. EDT.

Saturday, May 12 -- New York Yankees vs. Cleveland Indians at Municipal Stadium, Cleveland, 2 p.m. EDT.

Sunday, May 13 -- New York at Cleveland, 1:30 p.m. EDT.

Saturday, May 19 -- Cincinnati Reds vs. Pittsburgh Pirates at Forbes Field, Pittsburgh, 1:30 p.m. EDT.

Sunday, May 20 -- Cincinnati at Pittsburgh, 2 p.m. EDT.

Saturday, May 26 -- Minnesota Twins vs. Chicago White Sox at Comiskey Park, Chicago, 2:30 p.m. EDT.

Sunday, May 27 -- Minnesota vs. Chicago, 2:30 p.m. EDT.

-----o------ NBC-New York, 3/28/62

March 28, 1962

ELECTRIC STORAGE BATTERY CO. WILL SPONSOR AUTO RACING BROADCASTS ON 'MONITOR 62'

NBC Radio on March 31 will become the first radio network to present auto racing on a regularly-scheduled basis.

The excitement of this highly popular spectator sport, finish-line interviews with winners of important races, talks with other star drivers and a rundown of race results will be broadcast in two five-minute programs on "Monitor 62" each weekend, Saturdays at 10:50 a.m. EST and Sundays at 8:55 p.m. EST.

Electric Storage Battery Co., Cleveland, will sponsor the programs on behalf of Willard Batteries. The order was placed through Meldrum & Fewsmith Inc., Cleveland.

Top auto racing commentator Ted Webbe, active in the field nearly a quarter century, is the racing show's reporter. Since 1957, he has acted as anchor man on a broadcast team of five covering auto-racing at Daytona International Speedway in Florida for an independent network of nearly 200 stations around the country. He has just been named outstanding "Sportscaster of New Jersey" by the National Sports-casters and Sportswriters Awards Committee.

On Saturday, March 31, Webbe will interview driving champion Bobby Marshman about the next day's 100-mile championship race at Trenton, N. J. On Sunday, April 1, the winner of that race will be interviewed on "Monitor."

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CORRECTION, PLEASE

Ernest Pendrell is author of the script of "The Beauty of Woman," the NBC Special Projects program that will be the "Du Pont Show of the Week" on NBC-TV Sunday, April 1 (10-11 p.m. EST). The cast and credits sheet issued in the Daily News Report dated March 27 erroneously named Pendrell and John McGiffert as co-authors. McGiffert is the producer.

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NBC-New York, 3/28/62

CAST AND CREDITS FOR COLOR BROADCAST OF 'REBECCA'

Program:	"Rebecca" on "Theatre 62"
Time:	NBC-TV Network color broadcast Sunday, April 8 (10-11 p.m. EST)
Stars:	James Mason and Joan Hackett
Special Guest Star:	Nina Foch
Featured:	Lloyd Bochner and Murray Matheson
Cast:	Byron Russell, Joan Croydon, Franklyn Fox, James Greene, Spencer Davis
Producer:	Fred Coe
Based on:	The David O. Selznick motion picture of Daphne du Maurier's novel "Rebecca"
Television Adaptation:	Ellen Violett
Director:	Boris Sagal
Production Liaison:	Edith Hamlin
Designer:	Jan Scott
Costume Designer:	Noel Taylor
Point of Origination:	NBC Studios, Brooklyn, N. Y.
NBC Press Representatives:	Betty Lanigan, New York; Doug Duitsman, Hollywood

* * *

THE CAST

Maxim de Winter.....James Mason

"I" (The second Mrs. de Winter).....Joan Hackett

Mrs. Danvers.....Nina Foch

Jack Favell.....Lloyd Bochner

Frank Crawley.....Murray Matheson

Frith.....Byron Russell

Beatrice.....Joan Croydon

(more)

"Leonora" on "Theatre 52"

NBC-TV network color broadcast tonight,

(10-11 p.m. EST)

James Mason and Joan Hackett

Mona Moon

Lloyd Bochner and Martin Balsam

Lynne Russell, Joan Tewkesbury, producing

James Grauer, Bennett Tyler

Fred Coe

The Lewis S. Ostrander series presents an

original dramatic novel "Leonora"

Julian Claman

Peter Gail

Ruth Nestle

Ian Scott

Noel Taylor

NBC Studios, Brooklyn, N. Y.

Forty Guilders, Inc. Kirby Grant Productions,

Hollywood

* * *

THE CAST

Marie de Gabor.....Jane Lowe

"L" (the blood Mrs. de Gabor).....Joan Bennett

Earl Devereux.....John Ireland

Jerry Farrell.....Lloyd Bochner

Sean Copley.....Martin Balsam

Gaston.....Peter Russell

Colonel Julyan.....Franklyn Fox

Robert.....James Greene

Giles.....Spencer Davis

* * *

THE STORY

Maxim de Winter (Mason) takes his new bride, the second Mrs. de Winter (Joan Hackett) home to Manderley, his spacious estate in England. There she is overwhelmed, not only by the grandeur of her surroundings, but the conviction that she is being compared unfavorably with the beautiful Rebecca, the first Mrs. de Winter, who died the previous year under mysterious circumstances. Notably unfriendly to the sensitive girl is the housekeeper, Mrs. Danvers (Nina Foch). The estate manager, Frank Crawley (Matheson) tries to befriend her, but she is made distinctly uncomfortable by Jack Favell (Bochner), who represents himself as a favorite cousin of the deceased Rebecca. An inquiry into Rebecca's death is initiated when a diver discovers her sailboat off the coast, and police imply murder. The secret of the dead woman, and of her unhappy husband, comes to light in a tragic climax to the story.

* * *

THE STARS

James Mason (Maxim de Winter) was first introduced to American motion picture audiences as star of the English film "The Seventh Veil." Subsequently, he starred in popular movies including "The Desert Fox," portraying Field Marshal Rommel; "Five Fingers" and "North by Northwest." His previous roles on NBC-TV include a starring appearance in "John Brown's Raid" and "The Goodyear Theatre," and he made several appearances on the panel of "The Jack Paar Show."

(more)

Natural Alibi.....Hemingway, Ann
Robert.....James Greene
Dalia.....Spencer Lewis

* * *

THE LIVING

Maria de Winter (Maureen) takes her new bride, the second Mrs. de Winter (Joan Bennett) home to Manderley, her ancestral home and land. There she is overwhelmed, not only by the grandeur of the surroundings, but the composition that she is being compared to with the beautiful Rebecca, the first Mrs. de Winter, who died previous year under mysterious circumstances. Already unfavorable comparative grief is the housekeeper, Mrs. Danvers (Gene Tierney), who manages, from Rebecca's (Vivien Leigh) room to believed to be more distinctly noticeable by Jack Favell (Leslie Howard), who seeks himself as a favorite cousin of the deceased Rebecca. Into Rebecca's death is initiated when a diver discovers the wreck of the cousin and yellow Jack's mistress. The report of a woman, and of her unknown lineaments, tends to light to a tragedy as the story.

* * *

THE HOUSE

James Mason (Philip de Lancy) and Joan Fontaine in a dialog conference in view of the Russian film "The Swordsmen" (Mosfilm), is starred in Columbia series including "The Desert Fox" Field Marshal Rommel; "Mine Tickets" and "Down to Earth" series coins on MGM-TV including a Saturday appearance in "Ivanhoe Raid" and "The Conquerer Monster," and in made Universal Co

Joan Hackett (The Second Mrs. de Winter) was, only a year ago, an off-Broadway actress earning critical raves for her performance in "Call Me By My Rightful Name," which won her three awards. This season she has been seen in starring roles on NBC-TV's "Dr. Kildare," and on "The Defenders" and "Ben Casey."

Nina Foch (Mrs. Danvers), a top actress on stage, screen and in such television programs as "Bus Stop," "Naked City," "The Americans," and "Matinee Theater," is equally skilled at extemporaneous repartee, and has appeared frequently as a panelist on such programs as NBC-TV's "Your First Impression."

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NBC-New York, 3/28/62

CAST AND CREDITS FOR HENRY DENKER'S "GIVE US BARABBAS!"

Repeat Color Broadcast on NBC-TV's "Hallmark Hall of Fame"

Palm Sunday, April 15 (6-7:30 p.m. EST)

James Daly

Kim Hunter

Dennis King

in

"Give Us Barabbas!"

by

Henry Denker

Scenery:	Warren Clymer
Costumes:	Noel Taylor
Music composed and conducted by	Bernard Green
Associate Producer:	Robert Hartung
Produced and directed by	George Schaefer
Sponsor:	Hallmark Cards Inc.
Agency:	Foote, Cone and Belding

* * *

The Cast

Barabbas	James Daly
Mara	Kim Hunter
Pontius Pilate	Dennis King
Phineas	Robinson Stone
Caleb	Leonardo Cimino
Mary	Toni Darnay
Joseph	Ludwig Donath
Elisha	Keir Dullea
Lemuel	John Gerstad
Peter	Kermit Murdock

(more)

The Cast (Cont'd)

Centurian.....Allen Nourse

Samuel.....Muni Seroff

Roman Officer.....Eric Sinclair

Roman Sentry.....Paul Sparer

John.....John Straub

Zachary.....Theodore Tenley

David.....Richard Thomas

* * *

The Story

"Give Us Barabbas" is a Biblical play based on the trial of Jesus before the Roman procurator Pontius Pilate, and conceivable dramatic events that led to the conversion of Barabbas, the thief and murderer who was freed instead of Christ by the shouting mob. The drama is set in the Passover holiday in the year of the Crucifixion.

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NBC-New York, 3/28/62

JACK TRACY
ROOM 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

March 29, 1962

MITCH MILLER AND JOHNNY CARSON TO ENTERTAIN
AT DINNER OF NBC AFFILIATES IN CHICAGO

Mitch Miller and Johnny Carson will entertain at NBC's Affiliates Dinner at the National Association of Broadcasters convention in Chicago Sunday, April 1, it was announced today by Thomas E. Knode, Vice President, Station Relations, National Broadcasting Company. The dinner will be held at 7 p.m. in the Grand Ballroom of the Hotel Drake.

Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, will be co-hosts at the dinner, which will be attended by more than 600 representatives of NBC's Television and Radio affiliates. Harry Bannister will be toastmaster.

From Saturday, March 31, through Wednesday, April 4, the NBC Station Relations Department will maintain its convention hospitality headquarters in the Presidential Suite of the Sheraton-Blackstone Hotel.

Mr. Miller and Mr. Carson are two of television's most creative personalities. Mr. Miller, whose "Sing Along with Mitch" color program has been renewed by NBC-TV for the next two seasons, has added a new dimension to musical variety programming. His show has received virtually every major television award during the past two seasons for its "refreshing...and singularly artistic qualities."

(more)

Mr. Carson, who will be the host of NBC-TV's "Tonight Show - Starring Johnny Carson," starting Oct. 8, is one of television's most talented and versatile performers. He has earned the reputation, via his many TV panel show appearances, of being one of the quickest wits in showbusiness. He has made frequent appearances as a stand-up comedian on "The Steve Allen Show," "The Garry Moore Show," "The Ed Sullivan Show" and as a dramatic actor on "Studio One" and "Playhouse 90."

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NBC-New York, 3/29/62

March 29, 1962

'THE SAINTS AND SINNERS' NEW NBC-TV SERIES FOR 1962-63

Full-Hour Stories of People Involved in Drama of Daily Newspaper In New York City to Star Nick Adams and John Larkin; Ann Blyth to Be Occasional Guest Star

"The Saints and Sinners" -- a series of full-hour suspenseful stories about believable people caught in the drama of a New York City daily newspaper -- will be presented in the 1962-63 season on NBC-TV Mondays at 8:30 p.m. NYT, Mort Werner, Vice President, Programs, announced today.

Nick Adams and John Larkin will be the continuing stars of "The Saints and Sinners" with Ann Blyth as an occasional guest star. Featured regulars will be Robert Simon and Russell Thorson. The program will be produced for NBC-TV by Four Star Television.

To be filmed on-location in New York City and in studios in New York and Hollywood, "The Saints and Sinners" will give a realistic treatment to the ever-changing stories and situations of cosmopolitan New York as reflected on the pages of a mythical daily newspaper, The New York Bulletin.

Adams will portray Nick Alexander, a young, able, general assignment reporter with the entire city on his feature beat. Larkin will play Mark Grainger, city editor of the Bulletin, who is dedicated to the principle that journalism and public service go hand in hand.

Miss Blyth, as Washington correspondent Lizzie Hogan, will make several guest star appearances. Simon will be featured as

(more)

Grainger's top rewrite man, Sol Tabak; and Thorson has been assigned the key role of veteran columnist Albert King, whose column tells the warm, human side of the city and its inhabitants.

Each episode will have a major guest star portraying a resident or transient in New York caught in a poignant or suspenseful situation. Developed for Four Star and NBC by Adrian Spies, the pilot for "The Saints and Sinners" was produced by Everett Chambers and directed by Buzz Kulik from a teleplay by Spies.

"This will not be 'just another newspaper-type story' with hard-drinking, tough hat-on-head characterizations as newsmen," Mr. Werner said, "but will genuinely reflect newsrooms, journalists and the operations of a big-city newspaper, in the public service, as it actually occurs every day of the year in New York City.

"Our stories will provide a latitude of action that will lend itself to the constant succession of new scenes and incidents found only in a city such as New York. We might portray the anguish of a dope addict one week and the joy of a small child's discovery of Central Park the next, a murder or a romance, a gang war or the devotion of a parish priest. The action will be contemporary and will be as flexible as the city itself."

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NBC-New York, 3/29/62

NBC COLOR TELEVISION NEWS

March 29, 1962

LEE J. COBB--FOR FIRST TIME IN HIS CAREER--TO HAVE CONTINUING TV ROLE AS A STAR OF NBC-TV'S "THE VIRGINIAN"

Lee J. Cobb will have a continuing television role -- for the first time in his distinguished career -- as a star of NBC-TV's 90-minute color film series, "The Virginian," Mort Werner, Vice President, Programs, Television Network, announced today.

Cobb will have the key role of Judge Henry, a hard and driving man of middle age who came to the Wyoming Territory after the Civil War and carved out one of the great cattle ranches of the territory.

As previously announced, "The Virginian" -- television's first 90-minute film series, first 90-minute color series and first 90-minute Western -- will be broadcast on NBC-TV Wednesdays (7:30-9 p.m. NYT), beginning in late September. The series is based on stories from Owen Wister's classic American Western novel. Charles Marquis Warren is the producer.

Cobb is the first of seven continuing performers to be signed for "The Virginian," which will have three production units for filming on location in California and Wyoming. Additional casting, including the title role performer for "The Virginian," will be announced soon.

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JACK TRACY
ROOM 320

THE NATIONAL BROADCASTING COMPANY
ockefeller Plaza, New York 20, N. Y.

NIGERIAN TELEVISION SERVICE LAUNCHED WITH ASSISTANCE OF TEAM OF EXPERTS SENT TO LAGOS BY NBC INTERNATIONAL

FOR RELEASE MONDAY A.M., APRIL 2

The Nigerian Television Service, the television network of the Government of Nigeria, was inaugurated yesterday, Sunday, April 1, in Lagos, the nation's capital. NBC International, managing agents for the new Federal network, had sent a team of experts to Lagos earlier this year to help launch the new service.

For the initial broadcasts on opening day, a mobile truck unit served as a combination studio, control room and transmission center. Construction of modern, fully equipped, air-conditioned facilities is under way and will be completed soon. The first televised presentations included Nigerian talent, news, public affairs, and educational programs.

Robert W. Sarnoff, Chairman of the Board, of the National Broadcasting Company, sent the following message to the Honorable T.O.S. Benson, Federal Minister of Information in Nigeria:

"All of us at the National Broadcasting Company are proud of our association with your Government in this venture and we are looking forward to a continuation of this pleasant partnership. The team of television experts which NBC International now has in Nigeria have all been deeply impressed with the high purpose and dedication with which your Government is approaching television and by the enthusiastic response which greets their efforts."

(more)

Under the contract with the Nigerian Government, the first of its kind between an African government and an American company, the NBC International team will remain in Nigeria for two years, training the Nigerian citizens for the complete operation of their network. J. Robert Myers heads the team which consists of seven Americans, four Englishmen, three Canadians and two Australians.

At the inauguration ceremonies, which were attended by Clifford W. Slaybaugh, Vice Chairman of NBC International, the Honorable T.O.S. Benson said:

"We are most grateful for the splendid cooperation of Mr. Myers and his NBC International staff without whose arduous labors this important day would have been long delayed. Our contract with NBC International calls for them to turn the television service over to our own people as soon as possible. In the meantime, our association with them assures us of a professionally orientated service and access to the world's finest informational and entertainment programs as well as maximum development of Nigerian talent and culture."

NBC International is currently providing management services to stations in Japan and England and has working arrangements in Mexico, Australia, Venezuela, Kenya, Argentina and Peru.

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NBC-New York, 3/30/62

March 30, 1962

ONLY 1961 GEORGE POLK MEMORIAL AWARD FOR TV OR RADIO REPORTING GOES TO TWO NBC NEWSMEN FOR EXCLUSIVE FILM COVERAGE PRESENTED IN 'NBC WHITE PAPER' ON ANGOLA

The only 1961 George Polk Memorial Award for television or radio reporting was given yesterday (March 29) to Robert Young and Charles Dorkins of NBC News for exclusive film coverage presented in "NBC White Paper No. 7 -- Angola: Journey to a War."

The Polk awards, established by Long Island University for "significant achievement in journalism," were presented by NBC News correspondent Chet Huntley at a luncheon in Hotel Roosevelt, New York City. Irving Gitlin, executive producer of the "NBC White Paper" series, accepted the award for Young, who is on assignment in Italy. Dorkins' mother, Mrs. Athie G. Dorkins, accepted for her son, who is traveling around the world on another NBC News project.

Young and Dorkins were cited "for their courageous and resourceful film coverage of Nationalist underground resistance in Angola against Portuguese military forces." They traveled more than 300 miles on foot through the battle areas of Northern Angola and obtained a first-hand report on the situation in a region where there was a blackout of information for months.

"Angola: Journey to a War" was broadcast on the NBC-TV Network Sept. 19, 1961. The program was produced by Al Wasserman and directed by Young.

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March 30, 1962

NBC FILMS, EXPANDING SALES SERVICE, PROMOTES ROBERT BLACKMORE TO SALES EXECUTIVE FOR CENTRAL STATES; CON HARTSOCK WILL BE SALES EXECUTIVE FOR SOUTHWEST

In moves to expand sales services, NBC Films has promoted Robert Blackmore to Sales Executive for the Central States and Con Hartsock has joined the staff as Sales Executive for the Southwest, it was announced by Bill Breen, NBC Films National Sales Manager. The appointments take effect April 2.

Mr. Blackmore has been the NBC Films representative in San Francisco and the Northwest. In his new position, he will supervise sales operations in Illinois, Iowa, Wisconsin, Minnesota, Missouri, Nebraska and the Dakotas.

Mr. Hartsock, formerly at Screen Gems, will coordinate activities in Texas, Arkansas, Louisiana, Oklahoma, Kansas, New Mexico, Colorado, Wyoming and Montana.

The Central States territory has been re-divided to increase services to the individual markets. Bill Wineberg will head all sales campaigns in Kentucky, West Virginia, Michigan, Ohio and Indiana.

Other NBC Films regional sales supervisors now include Cliff Odgen in the West, Hank Profenius in the South and Bob Brenner in the East.

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NBC-TV'S JACK LESCOULIE AND WHITNEY BLAKE HAVE KEY ROLES AT ANNUAL NORTH CAROLINA AZALEA FESTIVAL

Jack Lescoulie, co-star of NBC-TV's "1,2,3--Go!," will be master of ceremonies and Whitney Blake, co-star of NBC-TV's "Hazel," will be queen of the annual North Carolina Azalea Festival in Wilmington, N. C., April 5-8.

Lescoulie will be emcee at the queen's coronation pageant and show and will participate in other events including the Azalea Festival parade and ribbon-cutting ceremonies. His appearance was arranged by NBC's Promotional Services Department and WECT-TV, the NBC affiliate in Wilmington.

"1,2,3--Go!" is presented Sundays at 6:30 p.m. NYT and "Hazel" Thursdays at 9:30 p.m. NYT.

NBC-New York, 3/30/62

March 30, 1962

NBC RADIO TO BROADCAST ADDRESSES BY EDWARD R. MURROW
AND NEWTON N. MINOW BEFORE NAB IN CHICAGO

Addresses by Edward R. Murrow, director of the United States Information Agency, and Newton N. Minow, Chairman of the Federal Communications Commission, before the National Association of Broadcasters in Chicago next week will be broadcast on the NBC Radio Network (including WNBC).

Mr. Murrow's address on Monday, April 2 will be recorded and broadcast the same day at 12:35 p.m. EST. Mr. Minow's address will be presented live at 2:30 p.m. EST Tuesday, April 3.

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March 30, 1962

NBC NEWS SCHEDULES TWO RADIO SPECIALS--ONE ON CANCER RESEARCH AND ONE ON MEDICAL FINDINGS OF ASTRONAUT GLENN'S FLIGHT

Two special NBC News programs -- one reporting on cancer research and the other on the scientific and medical findings of the three-orbit space flight of Marine Lt. Col. John H. Glenn Jr. -- will be presented on the NBC Radio Network.

"Man Against Cancer -- Progress and Hope" (Monday, April 2, 8:30-9 p.m. EST, Network except WNBC, time for WNBC to be announced) will cover the highlights of reports by five leading cancer specialists to be delivered at a luncheon meeting of the National Press Club in Washington the same day. The specialists are Dr. Kenneth M. Endicott, director of the National Cancer Institute; Dr. Isador Ravdin, chemotherapist at the University of Pennsylvania; Dr. Harry Rubin, virologist of the University of California; Dr. Chester M. Southam, immunologist of the Sloan-Kettering Institute, and Dr. Cuyler Hammond epidemologist of the American Cancer Society.

"Colonel Glenn Reports" (Friday, April 6, 9:05-9:30 p.m. EST, including WNBC), will summarize a report by the astronaut on the findings of his space flight of Feb. 20. Col. Glenn will deliver his report in the auditorium of the State Department in Washington earlier on the day of the broadcast.

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THE NATIONAL BROADCASTING COMPANY
ockefeller Plaza, New York 20, N. Y.

March 30, 1962

ARNOLD AIR SOCIETY HONORS NBC FOR 'OUTSTANDING CONTRIBUTIONS TO AEROSPACE POWER FOR NATIONAL SECURITY'

The Arnold Air Society will honor the television industry for the first time when the Hoyt S. Vandenberg Award for 1961 is presented to the National Broadcasting Company Friday, April 13, for "outstanding contributions to aerospace power for national security."

NBC News correspondent Roy Neal of Los Angeles, who has covered many of the nation's major space events, will accept the Vandenberg Award for NBC. The award, a trophy and citation, will be presented by Secretary of the Air Force Eugene M. Zuckert at the awards banquet of the Arnold Air Society's 14th national conclave in Los Angeles.

The Arnold Air Society is an organization of Air Force ROTC cadets at American universities and colleges.

Department, Room 320